BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
APRIL 1, 1935

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We all listen to what pleases us—to programs rather than to stations . . . Why, then, do we tune in again and again on WOR? Why is it that WOR commands such listener loyalty? . . . The answer lies in the quality and variety of WOR's entertaining and helpful programs . . . programs planned to please metropolitan audiences . . . And the number of our listeners has been greatly increased by our new 50,000-watt high fidelity transmitter —serving as it does profitable NEW markets.

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RADIO SALES REPRESENTS

WABC NEW YORK
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WBBM CHICAGO
25,000 watts—770 kilocycles
(Construction Permit granted for 50,000 watts after April 1st)

KMOX ST. LOUIS, MO.
50,000 watts—1090 kilocycles

WCCO MINNEAPOLIS-ST. PAUL
50,000 watts—810 kilocycles

WJSV WASHINGTON, D. C.
10,000 watts—1460 kilocycles

WBT CHARLOTTE, N. C.
50,000 watts—1080 kilocycles

*WKRC CINCINNATI, O.
1,000 watts—550 kilocycles

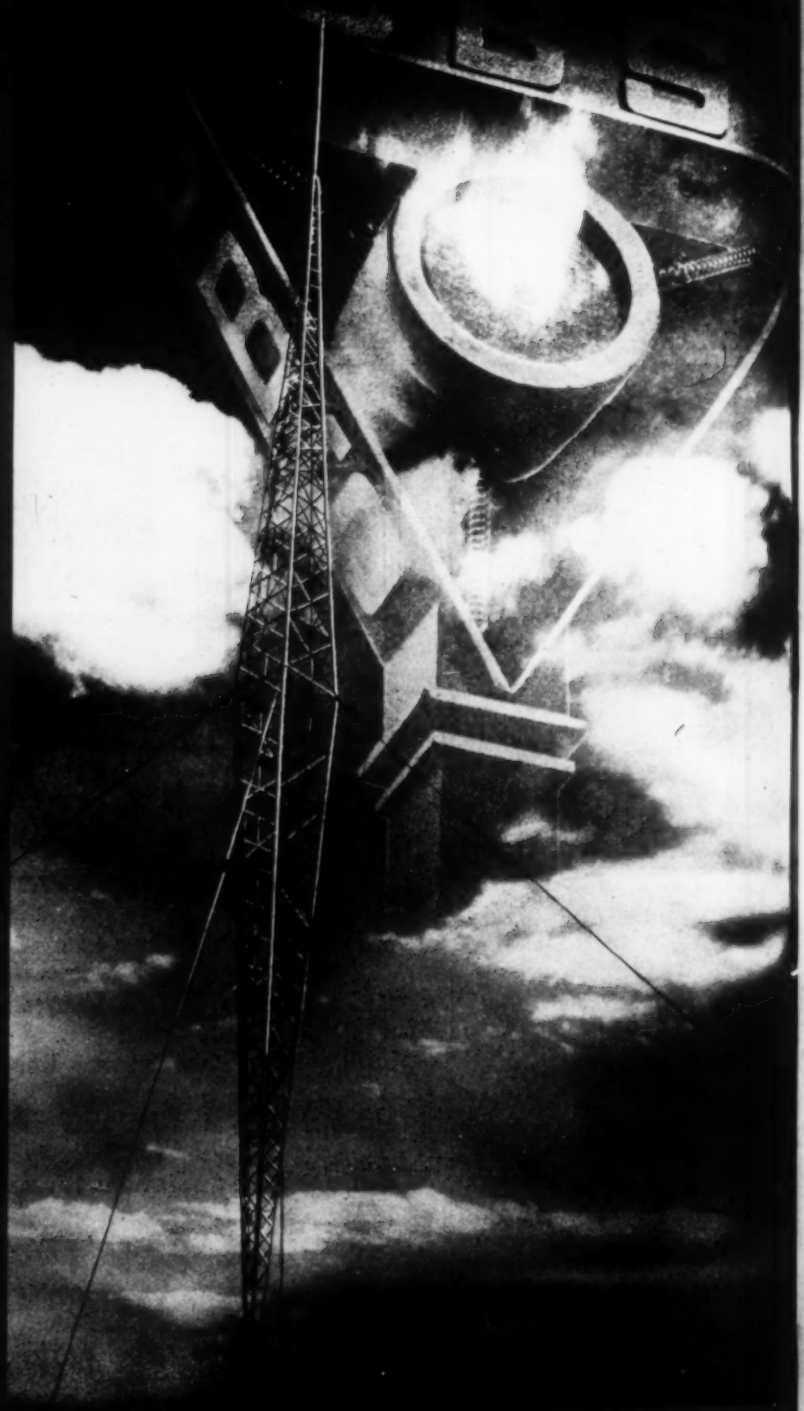
WPG ATLANTIC CITY
5,000 watts—1100 kilocycles

*KHJ LOS ANGELES, CALIF.
1,000 watts—900 kilocycles

*KFRC SAN FRANCISCO
1,000 watts—610 kilocycles

*KGB SAN DIEGO
1,000 watts—1330 kilocycles

DON LEE CALIF. NETWORK



*These stations use higher wattage during the day . . . The power shown is night power.

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For Local and "Spot" Radio Advertising over the CBS owned-and-operated stations, and the CBS-Don Lee California stations

Immediate, complete service from RADIO SALES, Inc. And facts! Market facts, station facts, program facts, merchandising facts. Facts from Columbia's Research Department—available from no other station representative.

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This service is no further from you than a local telephone call in New York, Chicago or Detroit. A seasoned radio and advertising staff can supply you with everything from complete programs to instant teletype communication with all RADIO SALES stations—helping you to maximum audiences for your local campaigns.

RADIO SALES stations are backed by the accumulative "program-power" of the world's largest network; and present your sales message with maximum local prestige.

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A Division of the COLUMBIA BROADCASTING SYSTEM

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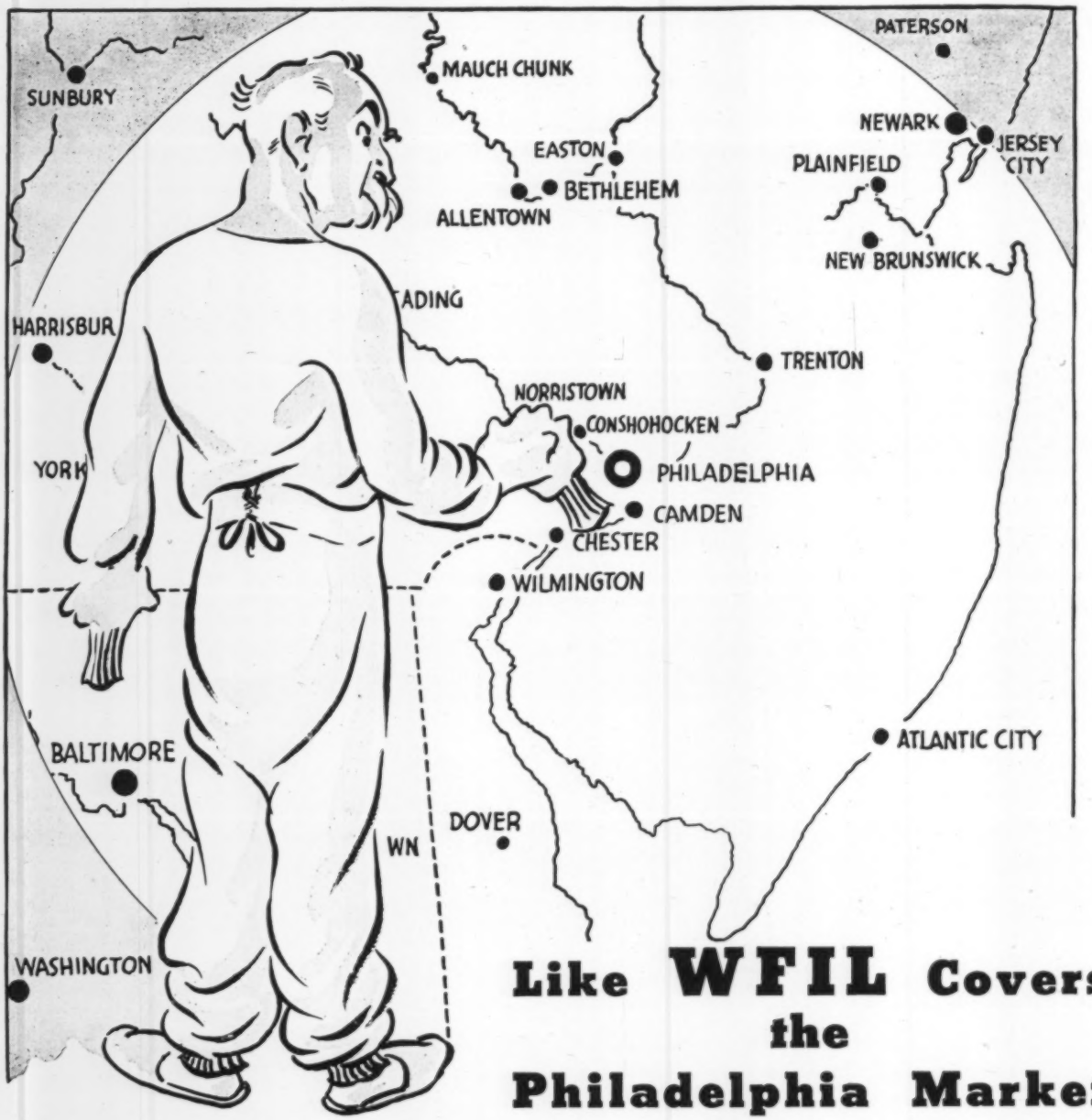
CHICAGO, WRIGLEY BLDG., 410 NO. MICHIGAN AVE. · Whitehall 6000
DETROIT, FISHER BUILDING, ROOM 902 · Trinity 2-3414



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Not An Artist's Conception—Not Guesswork
But An Actual Engineer's Survey
Made by Paul F. Godley

560 Kilocycles · · 1000 Watts

WFILadelphia

Only Philadelphia outlet for N·B·C· basic Blue Network

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A MESSAGE TO SPACE BUYERS

ABOUT

Northern California

Listeners in 39 Northern California counties responded to a recent offer made over KFRC locally. These counties represent 97.8% of all the population in the northern half of the state! . . . That's coverage for you! . . . But more . . . they not only *can* listen but *do!* . . . That is if, as you and I, they enjoy The March of Time . . . Myrt and Marge . . . Edwin C. Hill . . . Fred Waring . . . Alexander Woollcott . . . and all the other big CBS commercial features. There's only one way you can cash in on this audience . . . that's by placing your spot business on KFRC, the CBS outlet in San Francisco . . . A new rate card is on its way to most of you now. If we have unintentionally missed you—forgive us—and let us know.

HARRISON HOLLIWAY, *Manager* M. B. GRABHORN, *Sales Manager*

KFRC

The Don Lee Broadcasting System • 1000 Van Ness Avenue, San Francisco

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WE know *what you want to know* about all the Free & Sleininger stations listed below—and about the markets they serve . . . Our answers to your questions will be prompt, accurate—and honest. Even if the opposite would do the job . . . Baloney, you think? All right—try us!

FREE & SLEININGER, INC.

Radio Station Representatives

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Chrysler Building	180 N. Michigan	General Motors Bldg.	Russ Building	C. of C. Bldg.
Murray Hill 2-3030	Franklin 6373	Madison 1423	Sutter 5415	Richmond 6184

WHO DES MOINES *NBC Basic Red Network*	4,389,108*	WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406*	WPTF RALEIGH *NBC Southeastern Group*	684,840*
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828*	KMBC KANSAS CITY *CBS Basic Network*	1,394,581*	KTUL TULSA *CBS Southwestern Group*	606,086*
WIND GARY—WJJD CHICAGO *WIND-ABC Basic Network*	5,837,199*	KFAB OMAHA-LINCOLN *CBS Basic Network*	2,522,075*		
WHK CLEVELAND *CBS Basic Network*	2,069,345*	WAVE LOUISVILLE *NBC Southcentral Group*	925,717*	KFWB LOS ANGELES *Warner Bros. Movie Studios Station*	2,200,000*
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606*	WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*	2,137,792*	KOIN-KALE PORTLAND *CBS Pacific Coast Group*	692,457*
WOC DAVENPORT *CBS Basic Supplementary Group*	300,000*	KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985*	KOL SEATTLE *CBS Pacific Coast Group*	832,156*
WDAY FARGO *NBC Northwestern Group*	928,867*	WMBD PEORIA *CBS Basic Supplementary Group*	464,352*	KVI TACOMA *CBS Pacific Coast Group*	728,000*

* Population of primary daytime coverage area.

BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 7 WASHINGTON, D. C. APRIL 1, 1935 $3.00 A YEAR — 15c A COPY

FCC to Cleanse Radio of Loose Practices

By SOL TAISHOFF

Cites Score of Stations for Medical Care Broadcasts; Calls National Conference on Educational Programs

FOLLOWING through with its pledge to eliminate loose practices in broadcasting and otherwise to cleanse the ether of objectionable commercial programs, the recently reorganized Broadcast Division of the FCC has opened fire on all radio fronts during the last fortnight under the leadership of Chairman Anning S. Prall, who assumed that office March 11.

Current developments having direct bearing upon station operations, involving both the commercial programming and technical maintenance phases, include:

1. Citation of more than a score of stations for broadcasting of programs sponsored by medical groups which advertise personal medical care, involving the possible refusal to renew licenses. One station had its license renewal set for hearing before the FCC Broadcast Division for advertising a medicated jelly.

2. Sending of notice to all broadcasting stations that henceforth they will be required to observe strictly all rules and regulations. One station was cited for a license renewal hearing on charges of exceeding its licensed power.

3. Calling of national conference May 15 to consider proposals for greater cooperation between broadcasting stations and non-profit organizations, particularly insofar as educational programs are concerned.

4. Holding of conference in New York attended by Chairman Prall; M. H. Aylesworth, NBC president; Fred Willis, Assistant to President Paley of CBS; J. Truman Ward, NAB president; Philip G. Loucks, NAB managing director, and officers of the Women's National Radio Committee, regarding elimination of programs that offend good taste.

5. Flat assertion by Chairman Prall in an interview over NBC that the FCC will brook no trifling in radio regulation, and that programs not in the public interest will be the basis of punitive action against stations.

Immediately after its reorganization last month, the Broadcast Division sallied forth with its project. Judge E. O. Sykes became chairman of the Division upon retiring from the chairmanship of the full Commission, with Former Gov. Norman S. Case assuming the vice chairmanship by exchanging places with Col. Thad H. Brown, who joined the Telephone Division. As chairman of the full FCC, Mr. Prall sits as ex officio member of each of the three divisions.

Voluntary Action

"OUR current campaign," said Chairman Prall March 26, "may seem to be drastic and too inclusive. It is our view, however, that lax practices must be cleaned up for the benefit of the industry itself as well as for the public. In the long run, I am confident that all groups affected will realize that the course is wise, for it is far more desirable and usually more effective to clean house voluntarily than to do it by legislation."

The letter to all stations putting them on notice that violations of regulations will not be countenanced, was mailed March 18 at the direction of the Broadcast Division by Secretary Herbert L. Pettey. It read:

"There has been a general laxity on the part of licensees of broadcast stations with reference to observance of the Rules and Regulations of the FCC. You are advised that henceforth all stations will be required to observe these rules and regulations in their strictest form.

"The Commission, for example, has had a number of applications filed recently for authority to broadcast special programs, many of which were not filed in accordance with Commission Rule No. 22 [requiring 10 days advance notice]. In the future, all applications filed which do not come under this rule or any other rule, will be returned without action. Your cooperation in the enforcement of these rules will be appreciated."

The campaign against medical programs actually had its inception before the Broadcast Division reorganization. But it has been accelerated since then. As of March 21, the FCC had before it the cases of 21 stations which broadcast programs sponsored by medical groups to advertise personal medical care, as well as nine stations for having broadcast certain medical products. These cases are entirely apart from those under surveillance of the Federal Trade Commission, which is reviewing program continuities of every character to determine which ones transgress the laws governing false and fraudulent advertising and unfair competition. The FCC, in considering such program matters, must do so under the public interest, convenience and necessity clause of the law upon applications for renewal of license, whereas the Trade Commission has a more direct course.

Stations Not Named

IDENTITY of stations cited was not divulged by the FCC. The six products involved were enumerated as: Dr. Springer's Products; Dr. Ford Reducing Tea; Electron-o-Meter; Cherry Pectoral; Commanders; Birconjel. In connection with the last-named product, a medicated jelly, it was cancelled by WMCA, New York, following receipt of a complaint against it. Despite this, the Broadcast Division at its meeting on March 26 cited WMCA for hearing on the renewal of its license.

The hearing was scheduled before the broadcast commissioners sitting en banc June 6 in Washington. This drastic action was considered most unusual since, so far as known, it is the only complaint about WMCA programs officially on record. Moreover, the same product was advertised in the *New York Times*, regarded as among the most reputable newspapers, with a rigid advertising censorship policy.

At the same time the Broadcast Division cited for hearing May 21 the renewal application of KFYR, Bismarck, N. D., because of charges of having operated with excessive power. In this instance, it was brought out that the station management had no knowledge of the action of its engineers in stepping up the output. The FCC suspended the licenses of the engineers involved, but nevertheless cited KFYR for the infraction of regulations.

The 23 programs advertising "medical care" were named by the

The New Deal Strikes Radio . . . By Thornton Fisher

FCC as follows: S-M-S Laboratories Inc.; S-M-S Herb-Nu Health Institute; S-M-S Herb-Nu Remedies; Mother Helen; Mother Helen's S-M-S Remedies; Mother Helen's Herb-Nu Remedies Co.; Mother Helen's S-M-S Herb-Nu Remedies; Mother Helen and Doctor Schyman; Dr. P. B. Schyman; Pure Herb Health Institute; Medical Herb Institute; Dr. Michael; Dr. Brinkley; Dr. O'Connell Dentists; Varicur Institute; Electronic Institute; Modern Medical Associates; Hill Medical Office; Winslow Medical Group; Dr. McCleary Sanitarium; Dr. Whetstone, Dentist, and Dr. Ritholz Optical Co.

Programs to Be Studied

IN EACH INSTANCE, the FCC has asked the stations involved to submit, in affidavit form, copies of the programs sponsored by the groups mentioned, together with announcements, contracts, agreements and periods of time during which the programs were broadcast. In flagrant cases, it is designating for hearing the station's applications for renewal of license to determine the nature and character of the service rendered and the program broadcast and "to determine whether the continued operation of the station would serve the public interest, convenience and/or necessity."

The notice for the national conference on educational programs was sent March 19 to all parties in interest. It was called pursuant to the FCC report to Congress on Jan. 22 submitted in response to the Congressional mandate for an exhaustive inquiry into proposals for so-called "class allocations". At that time the FCC unqualifiedly opposed any plan to allocate fixed percentages of facilities to non-profit institutions, and stated that a national conference would be called to bring about greater cooperation between broadcasters and non-profit groups.

Also on the program side was the conference in New York March 25, attended by Chairman Prall with the heads of the major networks and officials of the NAB. (Details on page 9.)

In addition to the commercial program campaign and to the notice served upon stations that violation of regulations will not be tolerated, broadcasters who have contacted the FCC during the last month have detected a sudden change in procedure in its various departments. Strict compliance with every technical regulation now is being demanded by the technical departments, with all policy matters, however minor, left to the FCC itself. This is a wide departure from past activity, brought about by instructions given by the FCC itself that every regulation shall be observed. In this manner, Chairman Prall has made clear, it is hoped to rid the FCC staff of the last vestige of "politics" and "wire-pulling".

The three Broadcast Division commissioners will sit during the May 15 educational conference. Invited to participate are all broadcast station licensees, the NAB, all chain companies, all educational, religious and non-profit eleemosynary institutions, and all persons, groups and associations of every character interested in the subject. "The cooperation and participation of all governmental agencies, particularly the U. S. Commissioner of Education, are especially requested by the Broadcast Division," the FCC stated in its announcement. "It is also hoped that, at this hearing, definite plans may be presented for consideration and study."

In the notice, the FCC asked also that all those who desire to participate in the hearings inform it not later than April 24, that an agenda may be prepared. The hearings will be held at the FCC offices in the New Post Office Building, Washington, beginning at 10 a. m. May 15.

The issue of specific allocation of facilities to non-profit institutions is in no way involved in the forthcoming discussions, since the FCC disposed of the matter in its report to Congress last January, based on the extensive hearings held the preceding fall. The broadcasting industry, through the NAB, probably will offer a plan for cooperation between non-profit and broadcasting groups for use of the latter's facilities. The networks likewise are expected to present plans under which specific blocks of time may be earmarked for educational and religious programs.

In its notice, the FCC referred to that portion of its report to Congress detailing the plan for a national conference. At such a session, it said, "plans for mutual cooperation between broadcasters and non-profit organizations can be made, to the end of combining the educational experience of the educators with the program technique of the broadcasters, thereby better to serve the public interest. The conference should also consider such specific complaints as might be made by non-profit groups against the actions of commercial broadcasters in order that remedial measures may be taken if necessary."

One of the plans to be advanced to the conference will be that evolved by Allen Miller, radio director of the University of Chicago, for a cooperative venture, with funds to be raised from philanthropic groups, together with contributions from both schools and stations. This proposal, discussed in detail with Federal officials as well as with representative groups in broadcasting, was outlined in the March 15 issue of BROADCASTING. Plans now are under way for a test of this plan in Chicago this spring, with four of that city's stations joining with a like number of universities.

Prall Goes on Air

IN AN interview over a nationwide NBC-WEAF network on March 30, Chairman Prall reiterated in lay language what he has said previously about the objectives of the "New Deal" FCC. Questioned by Martin Codel, publisher of BROADCASTING, he was asked about the purpose of the changes in FCC division assignments. He said there was nothing "especially sensational" in this, but he added:

"We all agreed that bringing fresh viewpoints to the several divisions might be helpful all around.

* * * We have decided to tighten up broadcasting regulation and enforce our rules more rigidly. That means that radio stations must toe the mark if they want to earn their license renewals. We will not brook any trifling with our regulations. The radio people who disregard them—and I include the broadcasting of harmful and manifestly fraudulent material—are going to be made conscious that there is a board in Washington to whom they must render an accounting. We will punish the malefactors even if it means their extinction from the wave lengths.

"To maintain the high standards of radio programs, to render the most efficient and satisfying service to the people of the country, to aid the broadcasting industry in every possible legitimate way, and to bring to the administration, to which we are responsible, honor and credit in this particular field of its activity, is the purpose of the seven members of the FCC."

Chairman Prall said there was no plan pending for any sort of general reallocation. He said it was his view that the fullest possible use of radio as a educational and cultural force had not yet been made, and that a greater cooperation was essential. Juvenile programs of the "blood-and-thunder" type were condemned, along with extreme commercials in other fields. On the other hand, he paid high tribute to broadcasting for the opportunity it offers to develop juvenile talents.

Government Broadcast System Urged by Joy Morgan Group

A VISIONARY plan for a government broadcasting system, paralleling the existing commercial structure but supported by taxes on radio sets or on commercial broadcasters, has been drafted by a subcommittee of the National Committee on Education by Radio, controlled by Joy Elmer Morgan. It is designed to be the spearhead of an attack of this group of reformers at the forthcoming educational conference called by the FCC on May 15 to consider a cooperative educational-radio program plan.

Closely paralleling the plan introduced at the FCC educational hearings last fall, attributed to and then repudiated by the Tennessee Valley Association, the new plan was considered at a meeting of the Morgan group March 25. The subcommittee which brought in the plan consisted of Arthur G. Crane, president of the University of Wyoming; Father Charles A. Robinson, of St. Louis University, and J. O. Keller, assistant to the president of Pennsylvania State College.

Facilities for the proposed network, to be administered by public boards, would be wrested from commercial stations, or, in other words, by disrupting the existing structure. The proposed system would have national coverage, with the stations constructed by the government. Other "non-profit" stations now existing would have the right to hook into this network.

Two separate financing plans are proposed: First, a tax on new receiving sets and supplies and replacements, or adoption in principle of the so-called British system; second, a proposition for a license fee on commercial stations in compensation for the chance to get in the government franchise.

The Morgan group, which was overwhelmingly repudiated at the autumn FCC hearings by other educational groups, which sought only greater cooperation with commercial broadcasters rather than exclusive facilities, has persistently denied that it endorses government ownership or operation of radio in any fashion. The committee exists under an endowment by the Payne Fund, which expires shortly. The requirement of this fund is that "constructive progress" be made. In the case of the Morgan reform committee, its record is regarded in the broadcasting industry as having been one of destructive opposition from the start.

It is held that the expense of constructing and maintaining this proposed governmental system would not be excessive, since under one plan a "modest" manufacturer's tax would be sufficient. Under the second, the license fee would be based upon station power, population of its primary service area, time privileges and desirability of the channel allocated. The fees, it is argued, could be used by the Federal Government not only to support the government system and supply programs, but also to defray the cost of federal regulation of broadcasting.

Name of Representative Now Is John Blair & Co.

Mr. Blair

CHANGE in the name of the station representative firm of Greig, Blair & Spight was announced March 19 by John Blair, president. The organization will hereafter be known as John Blair & Company, Mr. Blair maintaining his headquarters at 520 N. Michigan Blvd., Chicago, with other offices in New York, Detroit, San Francisco and Los Angeles.

No changes in the organization other than its reincorporation are involved. Humboldt Greig, former president, sold his interest several months ago and left to become commercial manager of the Southwest Broadcasting System. Officers of the new organization, in addition to Mr. Blair, are Lindsay Spight, J. Curtis Willson and Raymond T. Linton, vice presidents, and Blake Blair, secretary-treasurer.

Canada Bans Sunday Ads

ALL SALES talks and spot advertising will be prohibited on all Canadian radio broadcasting stations on Sundays under an order just promulgated by the Canadian Broadcasting Commission. The order will become effective following a study of existing commercial contracts. How it will apply to sponsored programs carried by Canadian stations from U. S. networks on Sundays was not indicated, but the order was obviously designed to clear all commercialism from the air on that day.

Program Study Plan Discussed By Radio and Women's Groups

Cooperation in Analyzing Broadcasts for Children And Housewives by Review of Fan Mail Proposed

PRELIMINARY plans for cooperation between the Women's National Radio Committee, a newly formed organization of women's clubs, and the broadcasting industry, having to do with production of programs designed for housewives and children, were discussed at a conference in New York March 25 attended by leading figures in broadcasting and officers of the women's committee.

Participating in the discussion were Chairman Anning S. Prall, of the FCC; M. H. Aylesworth, president of NBC and RKO; J. Truman Ward, president, and Philip G. Loucks, managing director of the NAB; Frederic A. Willis, assistant to the president of CBS, and Franklin Dunham, NBC educational director, for the broadcasters; Mrs. Harold V. Milligan, president; Mme. Yolanda Mero, advisory chairman, and Miss Luella S. Laudin, executive secretary, for the women's organization. The informal conference was called at the instance of Chairman Prall.

A suggestion by Mr. Aylesworth made early in the conference that the women's organization began its task by analyzing the tremendous volume of fan mail received by the networks and by selected independent stations, was well received and probably will be given further consideration. His proposal followed a general discussion of the possibility of improving programs designed for women and children, based on reactions from women's organizations affiliated with the Radio Committee, which would be gleaned from the observations of "listener's groups" to be established throughout the country.

Chairman Prall, in concluding the three-hour session, assured those present that the FCC, under its new organization, proposes to do its duty in every way. "The day of the influential Senator, Congressman, politician or lawyer has passed," he asserted. "We have given those orders to the rank and file of the Commission staff, and the Commission itself will take the responsibility."

As to programs, Chairman Prall declared that the problem, as he analyzed it, is comparatively simple. Setting as his goal the "composite American home", he declared that the broadcaster has only to gauge his programs to fit the desires of that group. Mutual cooperation in the planning of programs designed for feminine and juvenile listeners, he declared, should prove wholesome and productive. He suggested that such conferences might be held periodically "since they certainly can do no harm."

Reverting to broadcasting regulation, Mr. Prall declared that "if broadcasting should fail by reason of even the small stations doing the wrong thing, you certainly will find enough legislative power not only to take action on applications on renewal of station license but also to take prompt and effective steps when the transgressions are made. We are going to protect that portion of the industry that is doing the right thing."

All of the participants agreed that some sort of cooperative steps might be taken in connection with the production of certain types of programs, both commercial and sustaining. The only concrete proposal given detailed considerat on, however, was that advanced by Mr. Aylesworth for the fan mail analyses.

In opening the conference, Mrs. Milligan, who is prominent in national women's activities, explained that the committee was organized last summer to make more articulate the views of American womanhood regarding radio. Expressing whole-hearted support of the American plan of broadcasting, as opposed to the government-controlled systems, she said the desire of the organization was to see it "as free as the press".

Ounce of Prevention

THE ORGANIZATION, Mrs. Milligan emphasized, is not in any sense a "reform" movement, analagous to the motion picture crusade or to the factional educational lobby for radio facilities. The purpose, she said, is simply that of offering to commercial radio the women's viewpoint, notably in connection with commercial programs, on the theory that "an ounce of prevention is worth a pound of cure."

Miss Laudin, who conducted the initial research for the women's committee, declared there was real need for the "elimination of repulsive advertising". Many women, she asserted, no longer listen because of some of the extreme commercials. The organization, she said, desires to make the woman more articulate. Listening groups, she said, are being formed in the South and the West.

Mr. Aylesworth pointed out that radio is no more commercial than the *New York Times*. He said that the average newspaper runs 75% advertising and 25% news, and that the two media are closely parallel and work on the same basis. He pointed to the decided trend toward cultural programs, and declared that the commercial rather than the sustaining features are most popular and, from the standpoint of merit, far superior to the sustaining periods. Advocating better commercial programs, he then suggested his fan mail analysis plan as a starting point in the gauging of listener reaction.

Cultural Programs

ON BEHALF of the NAB, President Ward pledged the "highest degree of cooperation" from the industry. He pointed to the vast improvement in program quality during the last few years. People, he said, are too prone to criticize radio generally for some single program or some single station that exceeds the bounds of good taste or good judgment.

The Institute of Audible Arts, founded by Philco, was referred to by Mr. Willis as the character of "intelligent cooperation" that is helping radio. He said that no one in the industry realized the staggering amount of cultural, educational and civic programs actually broadcast over networks and stations until the hearings on the educational issue before the FCC last fall. When he began digging into the CBS records, he said, he found an "astounding" amount of this character of program material on the air.

Mr. Loucks pointed out that the Federal Trade Commission which last year began scrutinizing radio advertising, received 100% cooperation from broadcasting stations in calling for continuities. The industry, he said, can be depended upon for full cooperation in any plan to improve programs on a sound basis.

Running through the discussion were possible means of improving children's programs to eliminate the "scare" element for nervous youngsters, and removal from the air of certain medical programs relating to feminine hygiene and laxatives. There was agreement that these should be controlled, and, on the part of the broadcasters, a strong indication that certain proprietary accounts would be more sharply edited or eliminated.

A GOOD ONE—Chairman Anning S. Prall of the FCC (right) is spinning a yarn which apparently amused his listeners, M. H. Aylesworth, NBC president (left) and J. Truman Ward, president of the NAB. This candid camera shot was made in New York following the meeting with the Women's National Radio Committee.

Government of Mexico Sponsoring NBC Series

OPENING of a series of programs on an NBC-WJZ network March 21 by the Mexican government marks the first time a foreign country has sponsored a network series in the United States. Designed to promote good will and create interest in Mexico and Mexican life, the broadcasts present music and talks about the country.

On the first broadcast, Edouardo Villasenor, Mexican Consul General in New York, brought a greeting from Dr. Emilio Portes Gil, Mexican Secretary of Foreign Relations. Music is furnished by Angell Mercado and an orchestra of native Mexicans, with two vocalists. The account is placed by De Garmo-Kilborn Corp., New York.

Congressman's Network

CONGRESSMAN Martin L. Sweeney (D) of Cleveland, booster of Father Coughlin, is arranging a network of Ohio stations to carry his Sunday talks preceding those of the Detroit priest. Previously Rep. Sweeney had broadcast over WGAR, Cleveland. The new network is to include WGAR; WSPD, Toledo; WCKY, Cincinnati, and WAIU, Columbus.

WKBF Now WIRE

A CHANGE in call letters from WKBF to WIRE for the Indianapolis station operated by Indianapolis Broadcasting, Inc., was announced March 16 by the FCC. The station, managed by D. E. "Plug" Kendrick, sought the change because its original call often was confused with that of another station in the same area.

RADIO PROGRAM CONFEREES—These leaders in radio and women's activities attended the conference in New York on March 25 devoted to women's and children's programs. They are, left to right: Mrs. Harold V. Milligan, president Women's National Radio Committee; Philip G. Loucks, NAB managing director; Anning S. Prall, chairman FCC; M. H. Aylesworth, president NBC; Mme. Yolanda Mero, advisory chairman of Women's Committee; J. Truman Ward, NAB president; Frederic A. Willis, assistant to president, CBS and Franklin Dunham, NBC educational director.

Food and Drug Bill Takes a Back Seat

Believed to Have Little Chance Despite Presidential Message; Changes Remove Main Radio Objections

DESPITE a Presidential message to Congress urging enactment of food and drugs legislation, the Copeland-Tugwell bill (S-5) to amend the existing law by establishing rigid control over sale and advertising of food, drugs and cosmetics, has taken a back seat in the Senate with only a fighting chance of becoming law at the current session.

With the transmission to the Congress on March 22 of a special message from President Roosevelt asserting the need for new legislation, the Senate Commerce Committee, of which Senator Copeland (D.) of New York, is chairman, reported S-5 favorably to the Senate by a split vote of 9 to 6. A minority report will be filed by Senator Clark (D.) of Missouri, who was chairman of the subcommittee which held the hearings on the measure earlier this month. Senator Clark along with the remainder of the minority, is strongly opposed to certain provisions, notably that which would transfer from the Federal Trade Commission to the Department of Agriculture control over advertising of the commodities.

Still Objectionable

WHILE the measure is regarded as a distinct improvement over the last draft, as a result of amendments adopted in committee, it is still held to be somewhat objectionable from the standpoint of most advertising media, including broadcasting. It still contains the provision in the so-called "dealer" section which discriminates against broadcasting and in favor of small local papers, supposedly in intrastate commerce. The major objection otherwise from the advertising groups is that of setting up the Department of Agriculture as the autocrat over advertising.

On behalf of the NAB, Henry A. Bellows declared, following an analysis of the new bill:

"A careful study of report No. 361 of S-5 indicates, from the standpoint of broadcasting, a considerable improvement over the earlier draft. The discrimination against radio in the retail dealer section is still a very serious flaw in the bill, and it still remains true that the bill would set up a wholly new agency for the regulation of advertising in addition to the regulatory power now given to the Federal Trade Commission."

President's Views

IN HIS MESSAGE, President Roosevelt did not specifically endorse the Copeland measure or any other pending bill. He simply said that there was a need for enactment of the basic principles involved, to protect the consumer, and to protect the vast majority of legitimate trades that need no regulation against the minority of "evaders and chiselers". He said that changes in conditions have made "loopholes" in the old law, on the books for more than a quarter century.

"It is time," he said, "to make practical improvements. A measure is needed which will extend the controls formerly applicable only to labels to advertising also; which will extend protection to the trade in cosmetics; which will provide for a cooperative method of setting standards and for a system of inspection and enforcement to reassure consumers grown hesitant and doubtful; and which will provide for a necessary flexibility in administration as products and conditions change."

Only a Possibility

ON MARCH 26, however, Senator Robinson, of Arkansas, Democratic leader, disclosed a legislative "must" list, approved by the Administration, which did not include food and drugs legislation, but mentioned it only as a possibility. After a conference at the White House, Senator Robinson said that the subjects to be considered during the remainder of the session include social security and unemployment insurance, regulation of utility holding companies, increased capital for Home Owners Loan Corp., banking legislation and NRA extension.

Then, in a secondary list, he said the President has heretofore indicated his desire that transportation legislation may be worked out but that "it cannot be determined now whether this legislation can be completed during the present session." Winding up in the rear was this assertion: "It is also thought that the Pure Food and Drug Act may be brought forward."

This, plus the fact that the Commerce Committee itself is seriously split on the Copeland bill, led to extreme pessimism even on the part of proponents of the measure. Even should the bill succeed in getting through the Senate, it would have to start from scratch

(*Continued on page 44*)

President's Food and Drug Message

THE TEXT of President Roosevelt's message to Congress March 22 on food and drug legislation follows:

To the Congress of the United States:

Every enterprise in the United States should be able to adhere to the simple principle of honesty without fear of penalty on that account. Honesty ought to be the best policy not only for the individual, or one enterprise, but for every individual and every enterprise in the nation. In one field of endeavor there is an obvious means to this end which has been too long neglected; the setting up and careful enforcement of standards of identity and quality for the foods we eat and the drugs we use, together with the strict exclusion from our markets of harmful or adulterated products.

The honor of the producers in a country ought to be the invariable ingredient of the products produced in it. The various qualities of goods require a kind of discrimination which is not at the command of consumers. They are likely to confuse outward appearance with inward integrity. In such a situation as has grown up through our rising level of living and our multiplication of goods, consumers are prevented from choosing intelligently and producers are handicapped in any attempt to maintain higher standards. Only the scientific and disinterested activity of government can protect this honor of our producers and provide the possibility of discriminating choice to our consumers.

These principles have long been those on which we have founded public policy. But we have fallen behind in their practical application. No comprehensive attempt at reform in the regulation of commerce in food and drugs has been made since 1906. I need not point out to you how much has happened since that time in the invention of new things and their general adoption, as well as in the increase of advertising appeals. Because of these changes loopholes have appeared in the old law which have made abuses easy.

It is time to make practical improvements. A measure is needed which will extend the controls, formerly applicable only to labels, to advertising also; which will extend protection to the trade in cosmetics; which will provide for a cooperative method of setting standards and for a system of inspection and enforcement to reassure consumers grown hesitant and doubtful, and which will provide for a necessary flexibility in administration as products and conditions change.

I understand this subject has been studied and discussed for the last two years and that full information is in the possession of the Congress.

No honest enterpriser need fear that because of the passage of such a measure he will be unfairly treated. He would be asked to do no more than he now holds himself out to do. It would merely make certain that those who are less scrupulous than I know most of our producers to be, can not force their more honest competitors into dishonorable ways.

The great majority of those engaged in the trade in food and drugs do not need regulation. They observe the spirit as well as the letter of existing law. Present legislation ought to be directed primarily toward a small minority of evaders and chiselers. At the same time even-handed regulation will not only outlaw the bad practices of the few, but will also protect the many from unscrupulous competition. It will, besides, provide a bulwark of consumer confidence throughout the business world.

It is my hope that such legislation may be enacted at this session of the Congress.

FRANKLIN D. ROOSEVELT

Tests by Sunkist Pave the Way for National Campaign

Favorable Results Are Shown After 19-Station Drive

AFTER a 60-day test campaign on 19 Eastern and Midwestern stations, California Fruit Growers Exchange, Los Angeles (Sunkist), is studying results prior to an extension of its radio advertising in the near future. Details of the campaign are being worked out, with Lord & Thomas, Los Angeles, handling the account. Definite areas have been mapped, returns tabulated and consumer reaction charted.

The Exchange has announced that it is satisfied with the test drive and will continue radio advertising of citrus fruit in May, with copy to be placed again in the East and Midwest. Meanwhile, one-minute daily spots are being placed on WMT, Waterloo, Iowa, and WMBD, Peoria, Ill., featuring the health qualities of lemon juice. In addition, an experiment is being conducted at KHJ, Los Angeles, and KNX, Hollywood, where double time has been contracted on daily morning participation programs, with the sponsor's name mentioned but not Sunkist. This drive is promoting health qualities of lemons and oranges, it being considered unnecessary to urge Californians to eat citrus fruit.

Promoting New Uses

SOME PARTS of the country offer a virgin field for new uses of citrus products, the sponsor believes, and radio will be used in this phase of the campaign.

The 60-day campaign took the form of one-minute spots with the script calling attention to the health properties of Sunkist navel oranges. Stations included WBZ, WBZA and WNAC, Boston; WDRC, Hartford; WEAN, Providence; WCAO and WBAL, Baltimore; WCAU and WFIL, Philadelphia; KDKA and WJAS, Pittsburgh; WGAR and WTAM, Cleveland; WJR and WWJ, Detroit; WKRC, Cincinnati; KWK, St. Louis; WENR and WBBM, Chicago.

The Exchange, a cooperative, had used Los Angeles stations and a network program for Sunkist but had been off the air for a couple of years.

Big Chevrolet Campaign

CHEVROLET unit of General Motors is undertaking another extensive spot campaign, seeking to clear time on more than 250 stations for a 13-week transcription series titled *Musical Moments*. The music is dubbed from the WBS World Library, with Hugh Conrad announcing. The series is to run three times weekly, and is being placed through Campbell-Ewald Co., Detroit, with local dealers participating in the sponsorship.

HAVING concluded his Sunday night series on CBS for Pebeco, Eddie Cantor has established offices as a radio consultant on scripts and productions at 113 W. 57th St., New York.

An Analysis of 'Sponsor Recognition'

By JOHN M. DOLPH
N. W. Ayer & Son Inc.

Listening Audience Is Described as the Best Criterion; Implanting the Advertising Message Most Important

"SPONSOR RECOGNITION" is a term appearing more and more in surveys which attempt to evaluate the "circulation" of radio. There's danger in that, and Mr. Dolph, looking at the subject from the agency viewpoint, goes right to the heart of the problem and points out the weakness of the method. After all, advertisers spend money because they want to sell their products, and not to provide memory tests for the listening millions. The writer offers excellent food for the thoughts of those who believe that listeners should be mobile advertising directories.

A GREAT DEAL has been said in the past and more is going to be said in the future about the association in the listening mind between the artist and the sponsor. This new phase of inquiry has been given the name "sponsor recognition", and in certain radio surveys being regularly conducted has been made a definite part of the study. As a matter of fact it has been carried far enough now so that a second figure, the supposed cost to the sponsor per thousand listeners associating his name with the program is being furnishd subscribers.

All of which has led a great many of us to wonder. just how important such a listener association is in the sale of merchandise.

It seems to me that the process of advertising, whether visual or aural, is the attempt to influence individual behavior by presenting its story to groups of such individuals whenever they may be found. The history of the publication business has been a long process of selecting and organizing groups to which advertising may be presented with the greatest possible money efficiency. In other words, the publication business has been carefully building its own audience, providing for the advertising fraternity fairly definitely outlined markets to be selected as they fit the need and character of the product to be advertised.

About Audiences

IN ANY consideration of a parallelism between advertising as it has been successfully employed on the printed page and advertising as it is to be successfully employed over the air, one fundamental fact has to be kept in mind. It is this: While in publications the audience has been amassed with a certain amount of selectivity by the publisher — in radio it has remained for the advertiser, in most cases, to gather his own audience.

Most publications have a definite pre-arranged balance between percentage of advertising and percentage of editorial matter. In radio no such balance has so far been established as a general "editorial" policy, and within certain limits of decency and standards of performance an advertiser may provide what editorial content he wishes to surround his advertising messages.

The reason for this seems to me to be simple enough when the birth and growth of the radio business is considered; since most of the material provided in the early days of radio was done for purposes of experience, publicity and just for fun . . . there wasn't much necessity for large working capital in the average radio station. The question at that time was "Who is going to pay the artist?", and as a result, when radio was freed for

MR. DOLPH

commercial purposes the first money which came along was that of the sponsor who, having paid the artist, put on the show.

There isn't much difference basically between the attitude of the reader of the newspaper or magazine and that of the radio listener. In publications the reader has become quite accustomed to the intrusion of advertising. He glances at some advertisements, partially reads others, and gives his most careful attention to those which refer to the current needs of his life. He does all this while being instructed or entertained by editorial material.

In radio he is rapidly learning to accept the presence of advertising material and probably goes through a very similar performance in the selection of that to which he gives his best attention. He too is being entertained or informed and he too has the privilege of "turning the page" or figuratively glancing away if he is not interested in the advertising which is being presented to him.

With a certain few exceptions which, at the moment, appear to be opportune and clever scattering of advertising throughout the editorial matter such as interruptions by the announcer, gags and situations by the artist, most radio advertising takes the form of spot announcements.

I am not convinced that the good will and gratitude supposedly achieved by the advertiser for the mere fact that he presents the program is all that it has been cracked up to be. Rather I believe people consider radio more or less their natural heritage, paid for when they bought their set much as their newspaper is paid for when they pay their two cents, regardless of the fact that the advertiser also makes the newspaper possible.

All of which leads up to the subject of sponsor recognition. There has been a question in my mind as to whether some of our most successful programs, commercially, would show high sponsor recognition. On rather careful inquiry into the figures as presented by field studies taking this point into consideration, I find that a surprisingly small proportion of people can name offhand the sponsor of some of their favorite radio artists.

Popping the Question

MORE and more this condition is going to become a bugaboo in radio advertising until it is understood. The same condition has existed in publication advertising almost since its inception. I remember one particular instance. An important executive of an account upon which I was working made the rounds of fellow passengers on a ship, asking how many had seen his company's advertisement that morning in the ship's paper. He was upset to find that practically none remembered having seen it.

Yet if he had phrased his question differently he would have found that a surprisingly high percentage of the passengers knew the information conveyed by the advertisement. Probably most of them would not have known where they learned it, and more than likely many would have thought a friend had told them, or that they had heard it in general conversation. This is an old problem which publication advertising has pretty well settled.

But in radio, there seems to be a growing tendency to expect the listener not only to remember the advertising message, but the surrounding editorial material as well. I do not believe there is much more reason for us to find that a radio listener has associated the advertising and the artist than for the reader of a shoe advertisement in a newspaper to remember the column of news material next to which it appeared.

If there is any truth in this, radio is making a mistake in basing its calculations on sponsor recognition rather than on listening audience attained. It has not been long since those interested in promoting broadcasting were calling much attention to the tremendous amount of mail produced. I think we all remember painfully the difficulties we encountered in reeducating our advertisers. Perhaps this story of sponsor recognition, improperly viewed or too enthusiastically presented, may constitute another of our own petards upon which we may be hoisted.

At any rate, it's worth thinking about.

Chandu Magician Series Is Revived and Recorded

ALL of the *Chandu the Magician* programs now being sponsored over WGN, Chicago, are being transcribed in the Chicago studios of WBS direct from the WGN studio show for possible later placement in a spot campaign on additional stations to be selected. The programs, sponsored by Sterling Products Co., New York, for its new Cafi-Aspirin, are already being repeated on discs over WJR, Detroit.

The revival of *Chandu* over the two stations is a test campaign in the two markets, the success of which will determine its expansion. WGN carries it five nights weekly at 9:15 p. m., and WJR has a similar schedule at 6:15 p. m. Both schedules are for 13 weeks, the account being handled by Blackett-Sample-Hummert Inc., New York.

Heinz Tests Series

H. J. HEINZ Co., Pittsburgh (57 Varieties) in March started a schedule of 52 15-minute WBS transcription programs over WTIC, Hartford; WHK, Cleveland, and WHO, Des Moines. The program features Col. Roscoe Turner, noted speed pilot, and is being tested for possible later expansion to other stations. It runs five times weekly, placed through Maxon Inc., Detroit.

ABC Demise Brings Projects For Mutual Program Exchange

Hookup on Cooperative Basis Started by WMCA-WIP; WNEW Ties up With WPRO, W1XBS, WHDH

OUT OF the demise of American Broadcasting Co. on March 26, when it ceased feeding programs to 10 stations along the Eastern seaboard have come two separate "mutual program exchange" ventures, neither claiming network aspirations, along with a crop of unverified reports regarding a possible new project for another major network.

ABC, which had curtailed its operations last month by dropping 13 of its 24 stations, decided to discontinue after Arde Bulova, its acting head, failed to evolve a definite plan of procedure at a meeting March 22 in New York with affiliates. George B. Storer, of Detroit, organizer of the network and its predecessor, American Broadcasting System, had withdrawn earlier in the month. It was construed as another indication of the futility of attempting to inaugurate a "third chain", due to lack of available outlets with suitable coverage in the primary markets.

Promptly following the ABC disintegration, WNEW, its key station, announced that it was continuing service on a "mutual" basis to three New England outlets—WPRO, Providence; W1XBS, Waterbury and WHDH, Boston. Certain of the commercials on the old network, including Crazy Crystals, it was said, will be continued on this hookup, with negotiations in progress for retention of others. No plans for extension of this hookup are under contemplation, it was stated.

WMCA-WIP Hookup

THE SECOND development following the closing down of ABC was the announcement by WMCA, New York, and WIP, Philadelphia, of a cooperative association, with permanent telephone lines. Announced on March 26 after negotiations between Donald Flamm, president of WMCA, and Benedict Gimbel, Jr., president of WIP, the arrangement is for leasing of permanent A. T. & T. lines on a 24-hour basis for simultaneous broadcasting of commercials in the two markets, and also for exchange of sustainings.

Joint sales representatives will be engaged by both stations, with Betram Lebhar, Jr., commercial manager of WMCA, superintending activities in New York, and Albert A. Cormier, commercial head of WIP, in charge in Philadelphia. Both are well known in radio circles, Mr. Cormier formerly having been general manager of WOR, while Mr. Lebhar was associated with the WOR sales staff and ABC. The stations will be sold commercially for a combination of their two rate card quotations. It was said that there are no present plans for expansion, but that there have been "a number of conversations" with other stations, with the possibility that later on the service will be expanded to stations in other major markets.

Meanwhile, word was received that a new influential group, not now in broadcasting, planned to emerge in the near future with the aim of establishing a "national network" competitive with the major chains. Little could be learned beyond this, except that the project would be formally broached within a few days.

CBS Supplementaries

SIMULTANEOUSLY, there were wholly unconfirmed reports that CBS, due to the demise of ABC, might reconsider old plans for a junior network which long have been pigeon-holed, the primary purpose of which would be to feed sustaining programs to supplementary stations which do not receive commercials booked only for the basic network. The problem has been that of originating such sustaining features for the supplementaries. More than a year ago, it is understood, CBS shelved such a plan because of the lack of desirable outlets. Whether it will be reconsidered because of the folding of ABC, at this time, is problematical.

In connection with the cessation of ABC operations, Walton Butterfield, program director of WNEW, sent the following telegram to affiliated stations on March 25:

"Due to inability of the associated stations to agree on the amounts to be paid by them for sustaining service and due to the losses sustained by WNEW in supplying this service, we are compelled to discontinue all network service as of 1 a. m. tonight March 25. Perhaps at some future date we can get together on some mutual basis."

The mutual proposition which failed at the meeting, it is understood, involved pro-rating line charges, but nothing came of it. During the last month of ABC operation, it was stated in one quarter, the operating deficit ran about $50,000, with a number of the stations failing to remit for line charges at approximately $1,500 per month.

Mr. Flamm and Mr. Gimbel made public the following joint statement regarding their project:

"We have for some time been in accord in the idea that a combination of the two popular stations WMCA and WIP would afford advertisers the opportunity of reaching the vast audiences of these two great metropolitan areas at a rate considerably below that of any single high powered station. The combined 'good service' areas of these two stations is equal to almost twenty per cent of the population of the United States. Both stations occupy excellent wave lengths and have sufficient power to do a thorough coverage job in their respective communities. Both stations are independently owned and operated and have each enjoyed the distinction of exclusively catering to the program needs of their respective cities. This arrangement will draw the city of Father Knickerbocker and Father Penn together and will eliminate the 88-mile gap that separates them."

OSBORN & SOUVAINE Inc., New York program producers, have changed the firm name to Henry Souvaine Inc.

Does Radio Pull?

A TOTAL of approximately 2,600,000 Pepsodent cartons, which means sale of that number of tubes of the toothpaste, was pulled by the nationwide contest early this year over NBC in connection with the Amos 'n' Andy prize offer, it was learned in authoritative quarters. The Pepsodent Co. has never revealed this result. The $31,000 contest requirements were that a complete Pepsodent carton be mailed the Pepsodent Co., together with a statement of 50 words or less on "Why I Like Pepsodent Toothpaste."

CBS Changes Staff At Chicago Office

DONALD W. THORNBOUGH, for the last four years a member of the CBS Chicago sales department, has been named assistant to H. Leslie Atlass, CBS vice president in charge of the western division, in a personnel shift. Richard C. Elpers, former sales promotion head of the CBS Chicago headquarters, has been promoted to the sales department. Succeeding him is John Myers, formerly with Simmonds & Simmons Inc., Chicago agency.

Hal Hudson has been named continuity head of CBS in Chicago, succeeding Henry Klein who resigned to become radio director for Charles Daniel Frey Co. C. D. McMillan, formerly in the Sears, Roebuck & Co., advertising department, has been added to the continuity staff.

Cecil Widdefield, CBS continuity chief in Chicago from 1930-32 and later with Bob White Productions Inc. and H. W. Kastor & Sons Adv. Co. Inc., has returned to CBS to organize and head the WBBM sales service department.

Federal Probe of Threat To Kidnap Boake Carter

DEPARTMENT of Justice agents are investigating kidnap threats received by Boake Carter, Philco's CBS commentator. Four notes demanding $5,000 have been received by the noted radio commentator at his Philadelphia home and office during the last two months.

The last note ordered him to change his usual signoff with a code phrase signifying that he would meet the demand. Carter said he did so and planted a package of fake money at the place designated. With two federal agents he waited for the kidnapers to appear, but they failed to do so.

Wright Buys WPFT

C. J. (Chuck) WRIGHT, studio director of WBRC, Birmingham, since 1930, has bought WPFT, Hattiesburg, Miss. He has been made president of the Forest Broadcasting Co., which plans to change the call letters to WFOR. Mr. Wright has been in radio sipce 1925, is a native of Knoxville, Tenn., and attended the University of Tennessee.

CBS Annual Report Shows Network in Stronger Position

Contracts Reach Record Total; Improved Service Claimed

NET PROFITS of CBS during 1934, after providing $480,097 for depreciation and $357,286 for federal income taxes, amounted to $2,274,119, according to the annual report for the year issued March 16 by William S. Paley, president. At the end of the fiscal year, as of Dec. 29, 1934, the network organization's earned surplus was $2,148,928, the report reveals.

The CBS surplus on Dec. 30, 1933, was $4,150,853, but cash and stock dividends in the amount of $3,138,545 were paid out and there was transferred to capital, arising from a change of no par stock to stock of $5 par value, the sum of $1,137,500.

According to *National Advertising Records*, gross income from the sale of time to advertisers over CBS amounted to $14,825,845 during 1934. Mr. Paley's report states that the network anticipates continued favorable results for 1935, the value of its unbilled contracts at the end of February being nearly half a million dollars greater than at the same time last year.

Capital Changes

TWICE during 1934 CBS changed its capitalization. In February its stock was changed from no par to a par value of $5, and five shares of new stock were exchanged for each share of old. A 50% stock dividend was paid in December. Dividends were paid at the rate of 25 cents per share for the first quarter and 50 cents for the next three quarters, with an extra dividend of $1 per share paid in the fourth quarter.

The consolidated balance sheet shows 750,000 authorized shares each of Class A and Class B stock, of which 474,298 shares of the former and 474,337 shares of the latter have been issued, with 1,425 shares of Class A and 94,875 shares of Class B in the treasury. The par value of the capital stock is $5 per share.

Mr. Paley's report reviews the program policies and the activities of the network during the year and emphasizes the fact that CBS strives to maintain a balanced schedule. "It is only by providing programs of all types in proper proportion and proper relation to each other that we discharge our obligations as custodians of a great instrument of public service," he states.

The CBS network was expanded during 1934 from 92 to 97 stations, of which seven have power of 50,000 watts and 59 have 1,000 watts or more. Mr. Paley's report concludes: "We find ourselves in 1935 in a stronger position than ever before. The size of our radio audience has increased. Advertising contracts booked show the greatest total in the history of the business. The standards of radio broadcasting have reached new peaks. The financial condition of your company was never sounder. We are very hopeful for a very successful year."

Radio Clouds on the Rio Grande Horizon

By VINCENT S. BARKER

The Intimate Story of the Kilocycle Dust Storms Created By U. S. Promoters Licensed by Mexican Government

IN THE SUMMER of 1930, when the Federal Radio Commission was keeping a wary eye on and cramping the style of, stations broadcasting programs whose commercial advertisements were of a misleading character or of an objectional medical nature, and Better Business Bureaus were frowning upon the broadcasting of so-called "psychology" programs on a "send-a-dollar" basis, two Texas promoters hit upon the happy idea of building a broadcasting station across the Rio Grande—as close to the United States as possible — from which location they would be able to broadcast programs of whatever nature they wished, regardless of finding ill favor in the eyes of the FRC or the U. S. Government. After all, they would be a foreign radio station broadcasting from a foreign country, and as long as they complied with the very lenient Mexican radio laws, they should worry!

XED AT REYNOSA—Now known as XEAW, this Mexican border station is reported to be in the hands of Dr. John R. Brinkley, deposed former U. S. medico-broadcaster. Like other border stations, it is described as a paradise for accounts frowned upon by most American stations.

The idea was great. They would need enough Mexican citizens in the company to make the thing legal, and that could be easily arranged. Permission was obtained from Mexico City to form the International Broadcasting Co. S. A., and to build and operate a broadcasting station in Reynosa, in the State of Tamaulipas, immediately across the international bridge at Hidalgo, Texas. The call would be XED,

Although all the money put into the scheme was American, the company was incorporated in the Mexican state of Tamaulipas and the thing was legally and technically a Mexican concern.

One-Hundred Hours

A CONTRACT to build a station of 10,000 watts power—a considerable power five years ago—was awarded to one W. E. Branch, a radio engineer of Fort Worth, Tex., and in July 1930 construction started. A low stucco-brick building was erected on a site about 1000 yards in from the Rio Grande, snugly fitted in between two saloons—Sam's Place on the one side and the Aztec Club on the other. It contained two studios, two offices, reception hall and transmitter rooms, while additional office and studio space were rented in McAllen, Tex., some nine miles in from XED, and telephone lines were connected to join the two points.

Things progressed smoothly and the opening was set for the early part of November. Commercial accounts were obtained with the Rio Grande Valley Chamber of Commerce, the Rio Grande Valley Bridge Co., the South Texas Building and Loan Co., and the Hicks Rubber Co., while across the river the Berreteaga Habanero people and the Carta Blanca Beer Co., bought time on the new station.

On Nov. 9, 1930, the inauguration of XED, "The Voice of Two Republics" started. I say started, for it was to run uninterruptedly for 100 hours—and run it did! What with the fall rains and the newly broken ground, there was a foot of mud around the building, and through this slopped local dignitaries, artists, orchestras and sightseers for four days and four nights. When the brain and tongue lagged, the convenient Aztec Club or Sam's Place provided new inspiration.

What an inauguration! Reynosa had never seen anything like it. Even a July 4 bull fight couldn't compete with a concentrated four days spree like that. When it was all over, XED was truly ensconced on her "clear channel" of 965 kc. Since all U. S. stations are assigned frequencies of 10 kc. separation, XED was sitting half way between stations on 960 kc and 970 kc, and must, of necessity, cause interference to both.

Dollars, Dollars Everywhere

ONE American engineer and one American announcer were in charge of the broadcasting on the Reynosa side, the remaining office and technical employes being Mexican, while most of the American artists and orchestras went on the air from the McAllen studio. Among them were Jimmy Rogers, Honey Boy and Sassafras, Briar Hopper and Raja Raboid. On the Mexican side Juan Arvizu and Rosa Dominguez were perhaps the best known of their countrymen to sing there. New accounts were obtained and the "psychology" program, run by Gayle Norman II, was good for an average of $100 per day. He was later followed by Dr. A. M. Curl, Raja Raboid, Ethel Duncan and Prince David. Raja Raboid and Ethel Duncan proved the most successful, a fair day's mail bringing in $250 to $300 over the winter months. Most of these programs boiled down to "send a dollar and I will answer any three questions by return mail". The dollars rolled in from all parts of the Union, a few from Canada, Mexico and Honolulu.

The station was on the air from 6 p. m. to midnight, and programs were selected from the lists of songs restricted by the American Society of Authors, Composers and Publishers. For a time even the *Amos 'n' Andy* program was picked up from a Texas station and sold to a Mexican beer company, the beer continuity being read while the Pepsodent ad was made. XED would fade the program in during the *Amos 'n' Andy* theme and cut it at the end of the show to put on the beer closing commercial before the Pepsodent announcement could be heard.

Along toward the summer of 1931 there were rumors of an impending rival on the border. A certain Dr. John R. Brinkley of Milford, Kan., having lost his broadcasting license in that state, was reported to be building a 75,000-watt station—an unheard of power in those days—in the Mexican town of Villa Acuna, along the border about 400 miles west of Reynosa. This rumor developed into a fact when construction started in July 1931, the contract again being awarded to Mr. Branch.

Then Came the Lottery

ABOUT this time things at XED were not so good. Most of the commercial accounts were off, and the income was largely dependent upon the percentage programs—i.e. programs that cost the sponsor nothing to put on, the station splitting 50-50 on any returns. Expenses were cut to a minimum and phonograph records took the place of the Mexican orchestra and marimba band. However, rip roaring days were just ahead—for a Houston, Texas, theater owner, one Will Horwitz, had just had a bright idea. He made a deal with the owners of XED so that he had control of the station, and the bright idea—the XED lottery that was to bring him a prison sentence—was started.

The lottery was entirely on the level, a Tamaulipas state affair, all drawings taking place on the Plaza in Reynosa in the presence of state officials. It was broadcast over the air at the time. One whole ticket cost 20 pesos (about $6) but parts of a whole ticket could be bought and the prize money awarded accordingly. A total of 10,000 pesos were given away at each monthly drawing, the first prize being 5,000 or about $1,500, and the others proportionally smaller. The fortunate winner of the first prize was called by long distance telephone, whereever this was possible, and notified of the happy fact, the check being mailed immediately. All orders for tickets were addressed to the station in Mexico and all tickets were mailed out from that point, not from the Texas offices, so Horwitz was satisfied that no U. S. anti-lottery law could touch him.

It took some time to get the American public, or rather, XED's public, to bite. "Plug the lottery" was the order of the day, and plug they did. The station was now on the air from 7 p. m. to 2 a. m. and again from 4 a. m. to 7 a. m., so they got you going to bed and they got you getting up again. Gone was all semblance of program production. It was plug, plug, plug—lottery, lottery, lottery, and gradually the thing took hold. Orders for tickets began to come in and then built up with amazing speed until XED had 15 Mexican stenograph-

(Continued on page 36)

WITH Dr. Brinkley reported back on the air in Mexico, apparently having made his peace anew with the Mexican authorities, this case history of American promoted and sponsored broadcasting from across the Rio Grande will be of real interest to broadcasters here. Unfortunately, the Mexican situation doesn't seem to have occupied as great concern among the American radio officials pledged to protect U. S. interests. The author knows whereof he writes for he was engaged in radio engineering work in South Texas during the period discussed, and for a year was engineer in charge of XEAW, Reynosa, which formerly was XED.

Copyright Bill Eases Burden on Radio

Government Group Strips ASCAP of Much of Its Power In Revising Measure for Senate Subcommittee

ADOPTING practically all the recommendations made on behalf of the broadcasting industry by the NAB to lessen hardships imposed by existing copyright laws, the Interdepartmental Committee on Copyright, created by the State Department, on March 28 was ready to submit to the Senate Foreign Relations Subcommittee a revised draft of a proposed bill to amend the copyright laws. The revision was made following a series of conferences before the committee in February, held at the request of the Senate subcommittee.

Senator Duffy (D.) of Wisconsin, planned to introduce the bill in the Senate, and have it referred to the Patents Committee, of which Senator McAdoo (D.) of California is chairman. Hearings probably will be held, since such a request from the American Society of Composers, Authors & Publishers, which would be stripped of much of the arbitrary power it now holds, is seen as a foregone conclusion.

A copy of the revised bill and a letter analyzing the changes were submitted to Philip G. Loucks, NAB managing director, by Wallace McClure, State Department official and chairman of the Interdepartmental Committee. The proposed amendments are designed so to alter the Copyright Act of 1909 as to permit American entry into the Rome revision of the Convention for the Protection of Literary and Artistic Property. After the original State Department proposal was submitted, protests were filed by numerous organizations, including the NAB, and the whole issue was referred back to the State Department by the Senate Foreign Relations Committee. It was on this instruction that the Interdepartmental committee conducted the conferences, after which the revised draft was submitted.

Infringement Fee

MOST IMPORTANT of the amendments suggested by the Committee was the elimination entirely of the existing $250 statutory minimum for innocent infringement of copyrighted works—a provision that has been used ruthlessly by ASCAP in imposing arbitrary license fees on broadcasters, hotels, restaurants and others it classifies as copyright performers for profit.

Impressed with the argument advanced by the spokesmen for the broadcasting industry that stations should be placed on equal footing with periodicals and newspapers with respect to injunctions, the revised draft would prevent a copyright owner from holding up an entire broadcast by temporary restraining orders for infringement. Also proposed is the NAB suggestion that there be no multiple infringement of the same composition, as in the past.

In his letter to Mr. Loucks, Mr. McClure enumerated the changes made in the draft and their effect. Among other things, the measure extends the scope of copyright laws to include literary matter and copyrighted music broadcast over stations; exempts from copyright requirements hotels, stores, restaurants and others who pick up programs on receiving sets for incidental entertainment of patrons, and provides automatic copyright of all foreign copyrights. The stand of the NAB was supported on all controversial points by the American Hotel Association, and the Motion Picture Theatre Owners of America. The National Editorial Association also has approved the general proposal.

Removing Abuses

THE REVISED measure, according to Mr. Loucks, appears to meet all of the objections the broadcasting industry had to the original measure. "It seems to be the most constructive thing yet attempted to correct the abuses in the music copyright field," he asserted.

In writing Mr. Loucks, Chairman McClure said the Interdepartmental Committee has considered "with sympathy the peculiar situation of the broadcasters as a comparatively new industry making very large use of copyright material and not finding in the present copyright law, which was enacted before the advent of broadcasting, any special reference to their needs. You will therefore find, I believe, that the amendments in the new draft have approached closely the requirements of the broadcasting industry as stated in your brief (NAB brief filed on Feb. 23)."

Excerpts from Mr. McClure's letter, enumerating the changes which apply to radio, follow:

The right of radio broadcasting granted in Section 1 (f) has been enlarged to include other analogous forms of communication to the public, to which it is assumed the broadcasters will find no objection.

The word "writings" (revised draft, p. 6, line 9) has been restored in place of the word "works", thus removing any danger as to the adoption of the so-called "oral copyright". The Committee did not believe that oral copyright would be required under the Convention and this opinion has been concurred in by some of the counsel who appeared at the hearings. However, the use of the word "writings" serves to remove any doubt on the question.

Careful consideration has been given to the language proposed by you for an amendment in the proviso to Section 8 of the present law (pp. 11-12 of the new draft). It is understood that the broadcasters desired to be certain that they may continue the use of recordings or arrangements of music made for broadcasting from works hitherto in the public domain but to which copyright will accrue after the adherence of the United States to the Convention. It is believed that the language of Section 8, proviso, is broad enough to permit such continued use, but for the sake of better assurance in this respect, certain changes have been made in the language of the final clause. It is not understood that the broadcasters would contend for the right to use an arrangement or recording not made by them but merely purchased. The purpose of the proviso in Section 8 is to afford all equitable protection to persons who have themselves invested money or incurred liability in the direction of performance of works which were not copyrighted at the time when the undertaking began, but not to permit everyone to use a work which was in the public domain, since the Convention requires generally the protection of all works for which copyright exists in union countries.

The changes suggested by you in Section 23 (pp. 19-21 of the new draft) as to the permissibility of other proof of the date of origin of a work only in the absence of notice and registration, have been adopted. You will note also that language has been added providing that the term shall in no case exceed 56 years, so that when an unpublished work has been copyrighted, a new term will not

(*Continued on page 24*)

MERCHANDISING IDEA—WJBC, Bloomington, Ill., has been displaying merchandise advertised on its programs in the window of a vacant store. Interest was enhanced by installation of a 30-day clock, with 27,766 persons registering guesses as to the time the clock would stop. A bedroom suite was given the winner. The local Association of Commerce plans a similar promotion for its members.

Government Wins ASCAP Skirmish

Granted Motion to Strip Suit Of Irrelevant Questions

Mr. Bennett

A SMASHING victory in the first preliminary clash involving adjudication of the Department of Justice anti-trust suit against the American Society of Composers, Authors & Publishers, was won by the Government March 26 when Federal Judge John C. Knox, of New York, granted the Government's motion to strip the case of irrelevant matter.

Sustaining practically every contention of the Department, as advanced in January by Andrew W. Bennett, special assistant to the Attorney General, who has been in charge of the case, Judge Knox at the same time denied a countermotion by ASCAP chief counsel, Nathan Burkan, seeking to delay the case through taking of depositions throughout the world. He left the way open, however, for ASCAP to reapply to take testimony on three or four of the relatively minor points, but only if exceptional reasons are advanced.

By the court's ruling, the case now is limited to the important issue of illegal price-fixing by ASCAP—the point around which the Government built its case. Mr. Bennett had argued before the court Jan. 11 this was the clear-cut issue, and that the power to fix royalties, exercised by ASCAP, was tantamount to the power to fix prices. Judge Knox sustained this viewpoint.

Argument Expedited

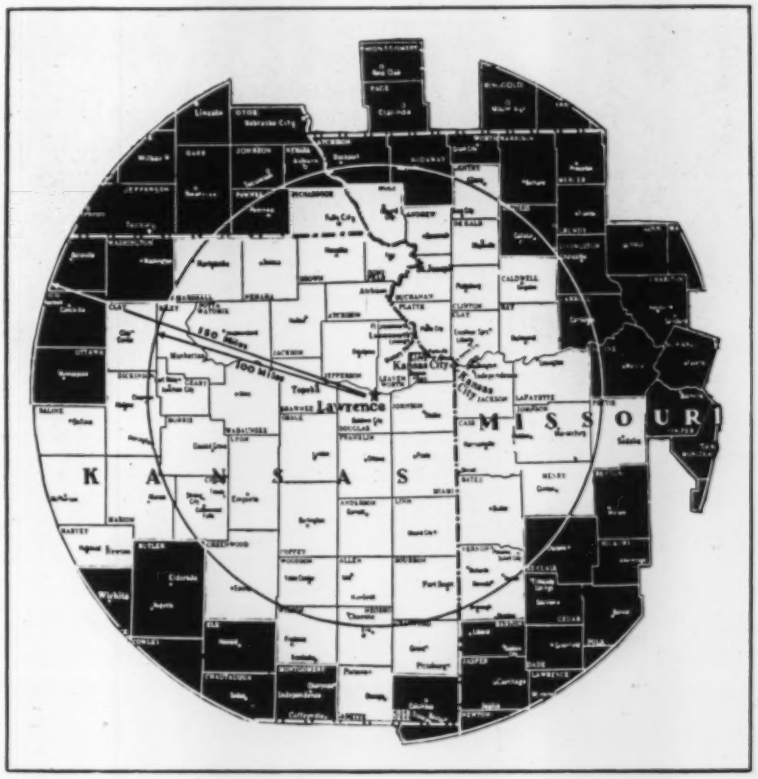
WITH the issue so restricted, it is now likely that argument of the case before the court will be expedited. In its answer to the original suit, filed last year, ASCAP sought to bring into the case such issues as its difficulty in fighting "piracy", operation of foreign copyright societies, hearings before Congress, and the like, all of which confused the case. Similarly the motion to take depositions would have delayed action indefinitely, if it had been granted, since ASCAP had proposed to have a commissioner appointed to take testimony in many foreign countries, as well as in the United States.

When the case, which alleges violation of the Sherman Anti-Trust law by ASCAP and names 132 defendants, will be tried is problematical because of the crowded docket of the Federal District Court for the Southern District of New York. However, with the elimination of extraneous issues, trial will be hastened.

In denying the ASCAP motion in its entirety, Judge Knox added that the denial "is without prejudice to the right to renew as to witnesses living in the United States, and who can testify to defensive matter that is relevant and material to the defense. However I may say now that if a renewal motion is made, a strong case for relief will have to be presented."

If you're interested in dominant low-cost coverage of Western Missouri and Eastern Kansas---study this map of WREN audience mail based on 24 months ending January 1, 1935, and exclusive of NBC or mail directed to sponsors of NBC programs.

The only outlet for N. B. C. Blue Network programs between St. Louis and Denver.



NOTE—The Federal Communications Commission has authorized WREN to increase its daytime power to 5,000 watts. New RCA high-fidelity transmission is being installed.

There are 336,510 native white families in the white area. WREN received at least one piece of audience mail each month from each 200 native white families living in each county in the white area.

NOTE—In the counties of which Kansas City, Missouri, Kansas City, Kansas, Topeka, and St. Joseph are a part, WREN actually received one piece of audience mail monthly from each 72 native white families living in these four important trading centers.

There are 95,267 native white families in the shaded area—WREN received one piece of audience mail monthly from each 500 native white families.

There are 276,767 native white families in the black area. WREN received one piece of mail from each 1,000 native white families.

No detailed record was kept of the mail outside the 150 mile radius.

The figures tell the Story of WREN Coverage—actual response, a survey of indisputable facts.

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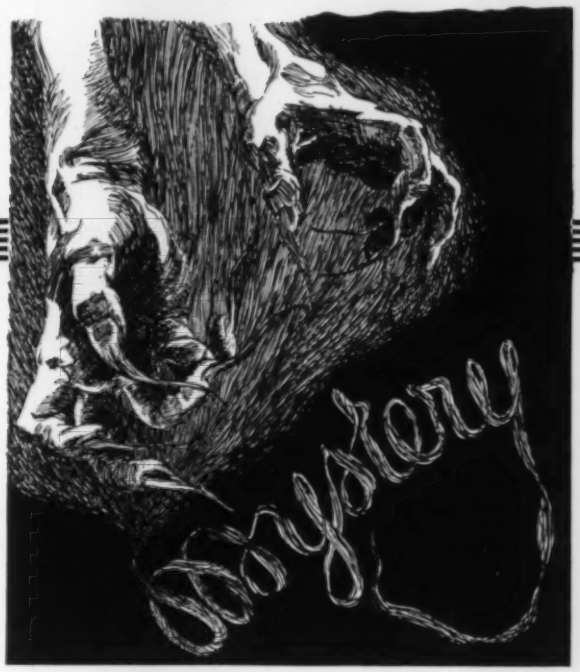
Vernon H. Smith, Manager
Main Offices and Studios
WREN Building
Lawrence, Kansas

Radio Set Ownership by Principal Cities of the U. S. . . .

NEW ESTIMATES of radio set ownership in American cities are presented herewith as a sequel to the census of "radio homes" for the United States reported in the March 15 BROADCASTING in a review of the recent CBS report *Lost and Found* which set forth radio ownership by states as of Jan. 1, 1935. CBS has now broken down the state reports into county and community estimates by applying to each county the state-wide average ownership found to prevail in each state for each of the following population groups: cities over 100,000 populations, cities of 50,000-100,000, cities of 2,500-50,000, rural non-farm communities and rural farms. Individual state reports are available upon application from the Market Research Department, Columbia Broadcasting System, 485 Madison Ave., New York. CBS explains how it projected forward the 1930 federal census, to make available a 1935 census, as follows:

"The breakdown of number of families in each of these population groups, by counties, was developed from census records. The resulting figures of radio set ownership are thus entirely dissociated from the 1930 radio census and must not be confused with projections which use this first radio census as a base. Radio set figures for 1935 are based entirely upon sampling. Their accuracy is dependent only upon the adequacy of the survey upon which they are based and upon the degree of agreement in radio ownership in any size of community as compared with the state-wide average of all communities of that size throughout a given state."

		1930		1935	
		Total Families	Radio Homes	Radio Homes	% Ownership
ALABAMA	Birmingham	64,263	17,154	60,150	93.6
	Mobile	16,806	3,075	10,750	64.0
	Montgomery	17,247	3,193	11,040	64.0
ARIZONA	Phoenix	12,558	3,627	11,340	90.3
	Tuscon	8,206	1,934	7,410	90.3
ARKANSAS	Hot Springs	5,346	1,076	3,100	58.0
	Little Rock	20,026	6,588	16,800	83.9
CALIFORNIA	Long Beach	47,030	27,201	45,150	96.0
	Los Angeles	368,508	216,775	354,900	96.3
	Oakland	83,080	48,083	75,600	91.0
	San Diego	45,227	23,144	43,400	96.0
	San Francisco	178,625	87,633	162,000	90.7
	Bakersfield	7,121	2,750	6,400	90.0
	Berkeley	24,372	14,958	21,900	90.0
	Fresno	14,477	5,602	13,000	90.0
	Sacramento	24,687	13,257	22,200	90.0
	Santa Barbara	9,781	4,400	8,800	90.0
	Stockton	12,392	6,288	11,150	68.4
COLORADO	Denver	79,351	40,296	70,940	89.4
	Boulder	3,432	1,584	2,950	86.0
	Colorado Springs	9,994	4,236	8,700	87.0
	Pueblo	12,321	3,964	10,700	87.0
CONNECTICUT	Bridgeport	35,807	20,938	32,580	91.0
	Hartford	40,646	20,897	37,000	91.0
	New Britain	15,534	6,758	14,100	90.7
	New Haven	39,554	21,428	36,000	91.0
	Stamford	10,925	6,646	9,910	90.7
	Waterbury	23,078	9,433	20,900	90.7
DELAWARE	Wilmington	25,543	13,679	24,100	94.4
DIST. of COL.	Washington, D. C.	125,554	67,640	121,790	97.0
FLORIDA	Gainesville	2,675	526	1,860	69.5
	Jacksonville	32,393	8,009	28,800	89.0
	Miami	30,756	7,537	27,370	89.0
	Orlando	7,780	1,604	5,840	75.0
	Pensacola	8,061	1,261	6,050	75.0
	St. Petersburg	12,688	3,038	9,500	75.0
	Tampa	25,017	3,686	22,000	89.0
GEORGIA	Atlanta	67,749	17,593	60,480	89.2
	Savannah	22,425	3,398	14,600	65.0
IDAHO	Boise	5,887	2,382	5,230	88.8
	Pocatello	4,139	1,500	3,670	88.8
ILLINOIS	Chicago	842,578	532,729	806,300	95.7
	Peoria	26,494	14,480	23,500	89.0
INDIANA	Evansville	25,716	8,692	22,060	85.8
	Fort Wayne	29,145	17,842	25,000	85.8
	Gary	23,103	10,714	19,800	85.8
	Indianapolis	98,610	46,460	92,700	94.0
	South Bend	25,633	13,413	21,990	85.8
IOWA	Cedar Rapids	15,317	7,992	13,570	88.6
	Council Bluffs	10,826	5,695	9,590	88.6
	Davenport	16,645	8,930	14,750	88.6
	Des Moines	38,078	19,594	34,270	90.0
	Sioux City	19,975	9,953	17,700	88.6
	Waterloo	11,936	6,382	10,580	88.6
KANSAS	Kansas City	31,618	13,206	29,400	93.0
	Topeka	17,424	8,483	16,050	92.1
	Wichita	29,938	11,282	27,840	93.0
KENTUCKY	Covington	17,242	7,930	13,800	80.0
	Lexington	12,026	3,286	9,620	80.0
	Louisville	80,079	26,805	75,030	93.7
LOUISIANA	Baton Rouge	7,567	1,251	6,050	80.0
	New Orleans	111,936	23,537	100,520	89.8
	Shreveport	19,997	6,018	16,000	80.0
MAINE	Bangor	6,859	2,988	6,260	91.2
	Portland	17,478	8,280	15,940	91.2
MARYLAND	Baltimore	193,991	94,965	187,780	96.8
MASS.	Boston	179,200	100,783	162,890	90.9
	Cambridge	27,448	15,135	24,700	90.0
	Fall River	27,001	12,023	24,300	90.0
	Lowell	23,726	9,563	21,350	90.0
	Lynn	25,880	16,636	23,300	90.0
	New Bedford	27,920	10,378	25,130	90.0
	Somerville	25,531	16,369	22,980	90.0
	Springfield	38,066	23,257	34,260	90.0
	Worcester	45,853	27,464	41,270	90.0
MICHIGAN	Detroit	370,293	214,710	339,560	91.7
	Flint	37,683	19,705	35,500	94.2
	Grand Rapids	43,441	21,479	40,920	94.2
MINNESOTA	Duluth	23,828	11,896	21,210	89.0
	Minneapolis	117,200	69,695	109,460	93.4
	St. Paul	67,745	40,326	63,270	93.4
MISSISSIPPI	Jackson	11,065	2,081	9,180	83.0
MISSOURI	Kansas City	108,641	53,080	104,510	96.2
	St. Louis	214,855	107,950	199,400	92.8
MONTANA	Billings	4,442	1,895	3,770	85.0
	Butte	10,199	2,792	9,240	90.6
NEBRASKA	Lincoln	20,161	10,218	19,150	95.0
	Omaha	54,603	28,709	50,230	92.0
NEVADA	Reno	5,018	2,250	4,390	87.5
N. H.	Manchester	18,748	7,628	18,150	96.8
NEW JERSEY	Atlantic City	16,851	8,935	16,180	96.0
	Camden	27,833	14,842	26,940	96.8
	Elizabeth	26,709	16,159	25,850	96.8
	Jersey City	76,273	48,182	73,980	97.0
	Newark	105,098	57,240	101,940	97.0
	Paterson	35,503	21,413	34,370	96.8
	Trenton	27,130	15,101	26,260	96.8
NEW MEXICO	Albuquerque	6,783	1,994	6,110	90.1
NEW YORK	Albany	34,065	19,074	31,500	92.6
	Binghamton	18,819	9,107	17,700	94.0
	Buffalo	139,860	76,834	135,000	96.8
	New York City	1,722,954	1,019,791	1,695,000	98.4
	Rochester	82,033	45,731	77,900	95.0
	Schnectady	24,228	13,952	22,770	94.0
	Syracuse	53,034	29,736	49,100	92.6
	Utica	24,858	12,068	23,000	92.6
	Yonkers	32,514	21,082	30,100	92.6
N. C.	Asheville	11,695	3,511	8,770	75.0
	Charlotte	19,243	6,395	14,430	75.0
	Durham	11,478	2,101	8,610	75.0
	Greensboro	11,474	3,105	8,610	75.0
	Raleigh	7,905	2,173	5,930	75.0
	Winston Salem	17,148	2,704	12,860	75.0
N. D.	Bismarck	2,446	1,155	1,960	80.0
	Fargo	6,612	3,092	5,930	89.7
OHIO	Akron	62,557	32,741	60,370	96.5
	Canton	26,320	13,335	25,580	97.2
	Cincinnati	122,511	59,633	118,220	96.5
	Cleveland	221,502	106,579	209,540	94.6
	Columbus	75,621	37,547	72,970	96.5
	Dayton	52,758	29,229	51,280	97.2
	Toledo	73,975	45,338	71,390	96.5
	Youngstown	39,043	17,878	37,950	97.2
OKLAHOMA	Oklahoma City	47,133	17,218	41,480	88.0
	Tulsa	36,970	14,655	32,530	88.0
OREGON	Portland	86,825	50,061	82,480	95.0
PA.	Erie	28,197	14,480	25,100	89.1
	Harrisburg	21,620	12,026	19,870	91.9
	Philadelphia	458,627	258,273	419,200	91.4
	Pittsburgh	155,079	81,053	149,600	96.5
	Reading	27,659	15,532	24,600	89.1
	Scranton	32,927	12,920	29,300	89.1
R. I.	Providence	61,371	33,789	55,850	91.0
S. C.	Charleston	16,698	2,358	12,460	74.6
	Columbia	11,184	2,380	8,340	74.6
S. D.	Yankton	1,448	738	1,160	80.0
TENNESSEE	Chattanooga	29,169	6,733	25,670	88.0
	Knoxville	24,363	5,989	21,390	88.0
	Memphis	68,265	17,855	59,190	86.7
	Nashville	39,404	11,098	34,670	88.0
TEXAS	Amarillo	10,913	3,839	9,260	84.9
	Dallas	67,119	27,032	60,100	89.5
	El Paso	24,406	4,662	22,100	90.6
	Ft. Worth	43,040	14,844	39,000	90.6
	Houston	75,408	24,061	67,500	89.5
	San Antonio	55,703	14,527	50,500	90.6
	Waco	13,283	3,903	11,200	84.9
	Wichita Falls	11,702	4,179	9,900	84.9
UTAH	Salt Lake City	34,410	18,683	31,830	92.5
	Ogden	9,951	4,716	8,960	90.0
VERMONT	Burlington	6,004	2,584	5,200	86.7
	Rutland	4,356	2,292	3,780	86.7
VIRGINIA	Alexandria	5,863	2,728	5,510	94.0
	Charlottesville	3,715	944	3,050	82.0
	Lynchburg	9,333	1,962	8,400	90.0
	Norfolk	31,859	10,300	29,370	92.2
	Richmond	44,774	15,110	41,280	92.2
	Roanoke	15,898	4,973	14,300	90.0
WASHINGTON	Seattle	100,996	52,802	98,370	97.4
	Spokane	31,897	15,275	28,160	88.3
	Tacoma	30,563	14,829	27,000	88.3
W. VA.	Charleston	14,067	5,750	12,930	91.9
	Wheeling	15,554	7,400	14,290	91.9
WISCONSIN	La Crosse	10,007	4,536	8,810	88.0
	Madison	15,053	9,345	13,250	88.0
	Milwaukee	143,369	90,082	131,900	92.0
WYOMING	Casper	4,637	1,937	3,950	85.2
	Cheyenne	4,569	2,275	3,890	85.2



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North American Tries Wired Radio In Cleveland Area

Equips 200 Homes and Offers Choice of Three Programs

INSTALLATION of an experimental "wired radio" service in Cleveland has been completed, with 200 receivers placed in as many homes to pick up programs transmitted along electric power lines from the power company sub-station in the Lakewood section of that city. A choice of three programs is being offered, selected from some 40 playing hours of transcriptions made for Wired Radio Inc., by its sister company, Associated Music Publishers Inc., of New York, under contract with Electrical Research Products Inc.

The test installation of 200 sets is being afforded the Lakewood section residents gratis for the purpose of sounding out public reaction. After a three-week trial, the sets will be moved to another group of 200 homes on a similar basis, and this process will be continued for three months. Then, it is believed, the parent organization, the North American Co., will decide whether to expand the project nationally, taking one large city at a time.

Three Program Channel

ON THE THREE program channels, 17 hours of programming per day are being offered. One channel affords dance music from 7 a. m. to 11 p. m.; a second carries classical programs and the third request programs through the evening hours. Under regular operation the plan is to offer three diversified programs, with considerable time devoted to educational features.

The 200 sets installed were manufactured by Philco and are of two types. One is an attachment to the ordinary broadcast receiver which makes it possible to use the speaker for reproducing the wired radio programs. The second is a complete set picking up only the wired radio. It is the plan of Wired Radio Inc., upon permanent installation, to charge a rate of $1.50 to $7 per month, dependent upon the size of the set used. The charges would be added to the monthly electric power bills of subscribers.

The Cleveland experiment is being conducted by the Musak Corp. of Ohio, a subsidiary of Wired Radio Inc., which in turn is a subsidiary of North American, a giant holding company in the utility field. The plan is to organize local or intrastate companies, since the organizations then would not come under Federal jurisdiction. Headquarters of the Cleveland company are at 1300 Athens Ave., Lakewood. Frank Ryan, former manager of WTAM, Cleveland, before its acquisition by NBC, is the active head of the project, in his capacity of vice president of the Cleveland Electric Illuminating Co.

The recordings made for Wired Radio by AMP have been produced at the studios of ERPI at 2826 Decatur Ave., Bronx, N. Y. Some 600 titles already have been transcribed at a cost of about $125,000. While 40 playing hours already have been transcribed, within the next week it is likely that another 10 hours will have been completed.

Listener Count

ALTHOUGH Wired Radio thus far has thought only of three so-called "sustaining" channels, it is understood that consideration also has been given to the possibility of a fourth "commercial" channel, or for sponsored wired radio programs. The listener can tune any program at will, it is claimed, and by means of a "counting" instrument it will be possible to show the precise number of sets tuned in to particular programs, so that charges for sponsorship conceivably could be made on the basis of number of sets tuned to a given program.

The North American Co. has been experimenting with wired radio since 1926. It originally acquired the patents of Maj. Gen. George O. Squier, former chief of the Army Signal Corps, to use frequencies adhering to power lines for transmission of voice and music, and afterward created the Associated Music Publishers to acquire copyrighted titles for performance over the proposed system. Economic conditions have been largely responsible for the delay in inauguration of service, it has been maintained.

Waddil Catchings, chairman of the board of the North American Co., is the moving spirit of the new national venture. He is also chairman of the board of the Musak Corp., with Tom J. Smith as general manager.

FASHION PROGRAM THAT SELLS

Cooperative Morning Broadcasts on Capital Station

Effective for Stores Appealing to Women

FASHION copy over the air with a personality behind it—that's the story of the success of a 15-minute cooperative morning program, *Shopping with Betty Hudson*, heard over WJSV, Washington, four days weekly. Miss Hudson's success in selling specialty shop items, furniture, novelties, department store goods, etc., is traced to definite appeals to the feminine audience.

Once with Macy & Co., New York, Miss Hudson also has conducted a shopping bureau in Paris on the Rue de la Paix, providing ample merchandising background for her new work. In a little over a month she has proved to the somewhat skeptical commercial department of the station that her fashion summaries and shopping talks could pull for the advertisers participating on her 15-minute program.

How It is Done

THIS is how she does it. First she contacts a likely store, giving them an idea of what a varied audience will be reached by radio advertising. The possibilities of selling merchandise by appealing to her feminine audience from a fashion angle are stressed. After a program of this type is sold, she looks over the merchandise, and with the buyer or head of the department chooses several likely articles, and describes them in detail on the air.

Her program always starts off with a chat about the new trends in fashions, house decoration, or whatever merchandise her advertiser has chosen, leading up to the actual description of the articles for sale and their price, if the advertiser desires it.

MISS HUDSON

These preliminary chats may deal with color in clothes, table decoration, beauty hints, or what so-and-so was seen wearing at such-and-such a place. Then comes the meat of the program, approximately 300 words per advertiser. The whole program is carried out in a chatty fashion, and the feminine buyers have responded to this approach.

Miss Hudson now has many regular advertisers. M. Philipsborn & Co., one of Washington's better specialty shops, has used Miss Hudson's programs ever since she has been on the air, and its advertising manager in a letter to WJSV said: "We are very pleased with the results we have received from Betty Hudson's program. Her fashion copy is excellent, and we have heard comments complimentary to her style of delivery and personality on the air. We feel certain that her program has a great appeal to every woman."

Out-of-town Orders

GARRISON'S SHOP, which specializes in gift novelties, uses her program twice a week. Besides, she handles sales for department stores such as W. B. Moses & Son, who reported to the station that they received phone calls to the store and money orders from out of town in response to Miss Hudson's program. The Goldenberg Co. has been using Miss Hudson's program for fur coat sales, which received direct response. She has continued to handle their advertising for spring merchandise as a result of this response. In addition she has had many stores for seasonable merchandise. She has also handled direct advertising for merchandise being introduced through department stores. Also Emile Beauty Salon uses it from time to time.

Miss Hudson makes frequent trips to New York to keep abreast of the style trends, and subscribes to several style services as well as the smart fashion magazines of the style centers of the world.

The program was started when she returned from a trip around the world, and she adds colorful notes to her programs by telling occasional anecdotes about shopping in various countries. Her chatty style has had much to do with her success, as well as hard work and constant effort to introduce the new and usable to her audiences.

Program for Two Items Works for Bristol-Myers

"YOU'RE CRAZY", or words to that effect, they told Bristol-Myers Co., New York, just a year ago when the company decided to advertise both Sal Hepatica and Ipana, unrelated products, on the *Town Hall Tonight* program on an NBC-WEAF network.

The answer was given March 20 by Tiny Ruffner, speaking for the sponsor on the first anniversary of the program, when he told the radio audience that the idea had worked—so well, in fact, that millions of new users have been acquired during the year for these products. Still more, the sponsor was so pleased with the first year of the program that it has renewed, Ruffner told the audience, and will continue to promote both products.

Texas "Pepper-Uppers"

SIGNING of Dr. Pepper Co., Dallas (Dr. Pepper soft drink) for a Texas Quality Network program, starting April 7, marks the booking of almost 12 hours of commercials over that regional network comprising WFAA-WBAP, Dallas-Ft. Worth; WOAI, San Antonio, and KPRC, Houston. The program is a comedy by "Sugah" and "Peppy", a novelty trio and an orchestra led by Alex Keese, WFAA production manager. Titled the *Pepper-Uppers* it will be heard Sundays, 8-8:18 p. m. The sponsor also uses spot announcements on various stations. Tracy-Locke-Dawson, Inc., Dallas, handles the account.

New Railway Program

CHICAGO & NORTH WESTERN railway on March 13 started a series of 13 weekly broadcasts on WENR, Chicago, with half-hour variety programs featuring Frank Westphal's orchestra, Ruth Lyon, soprano, and Charles Sears, tenor. Harvey Hays, commentator, will give travel talks about vacation regions on the railway's lines. Officers and employes were notified of the series in a letter by R. Thompson, passenger traffic manager, and urged to tell their friends about it.

An Optician's Spots

ONE-MINUTE dramatizations on transcriptions will be spotted some time in April on stations in the Southwest for Harry Davis, operating the optical department of Walker's department store, Los Angeles. Newman & Wesley, Los Angeles radio agency, will place the account on 10 stations to be selected. Mayfield Kaylor, production head of KTM, will write the script with technical work at the Freeman Lang sound studios.

WMCA

New York's Leading Independent Station

WIP

Philadelphia's Leading Independent Station

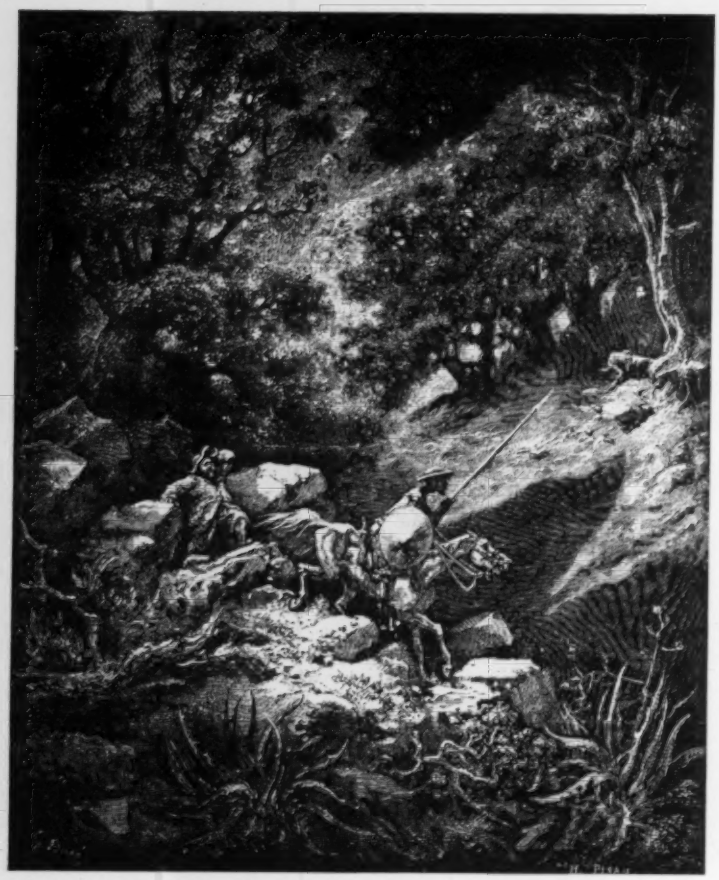
join forces to cover 2 Great Markets!

THROUGH the joint facilities of these two leading Independent Stations, advertisers desirous of broadcasting their programs to America's First and Third Markets can now do so—*with network convenience—and with local station effectiveness and economy.* • Permanent lines will connect the two stations in this new co-operative hook-up which supplies a need long expressed by advertisers and advertising agencies. • Rates are based on the combined rates of the individual stations—*with all line charges eliminated!* • Further details on the new hook-up will gladly be supplied by

KNICKERBOCKER BROADCASTING CO.
WMCA BUILDING • 1697 Broadway • NEW YORK

PENNSYLVANIA BROADCASTING CO.
35 South Ninth Street • PHILADELPHIA

JOHN BLAIR & COMPANY
CHICAGO: 520 North Michigan Avenue • DETROIT: New Center Building • SAN FRANCISCO: 485 California Street



"But pray, sir," quoth Sancho, "is it a good law of chivalry that says we shall wander up and down, over bushes and briars."—p. 110.

For Advertising Agencies Whose Clients Keep Changing Programs . . . We Suggest

MINUTE-DRAMAS*

To bolster up sales in any territory . . . to reach every type of individual, in any and all languages . . . MINUTE-DRAMAS.*

If there is some particular point you want to stress, leave it to MINUTE-DRAMAS.* These sixty-second complete radio programs with music, sound effects, plots, drama, suspense, are tailor-made to suit any advertiser's need. They SELL . . . pound home sales messages . . . and are just the things to supplement a big show or act as a campaign by themselves.

Don't "wander up and down". Use MINUTE-DRAMAS. THEY SPEAK FOR THEMSELVES!

***MINUTE-DRAMAS (registered and copyrighted) are short, terse, meaty sales messages, electrically transcribed. They are of the finest quality wax recordings. Casts are all featured players in network programs. The cost? Lower than you imagine! We will be very happy to present complete campaigns to reputable advertising agencies for their clients, upon receipt of complete information.**

Simply address

KASPER-GORDON STUDIOS, Inc.

141 BOYLSTON STREET, BOSTON, MASS.

One of the Country's Leading Program Producers

News Flashes Grow in Favor —Sponsors Showing Interest

More Sponsors Turning To Transradio Press

INCREASING sponsorship of Transradio Press news reports over various stations, with more radio advertisers being attracted to news, was the major development in the radio-news situation during the last fortnight. Continental Baking Co., New York (Wonder Bread) continued to take the lead in news sponsorship, extending its spots to three more stations to bring them to a total of nine. Of these four of the stations are newspaper-owned.

In addition, General Mills Inc., Minneapolis, on behalf of its new Cal-Aspirin, started on March 19 to sponsor the 12-12:15 p. m. news periods Tuesdays to Saturdays inclusive on WOR, Newark, planning to shift to the 5-5:15 p. m. period as of April 27 for a 52-week contract.

Tobacco Sponsors

WAITT & BOND, Newark (Blackstone Yankee Cigars) also has purchased Transradio on WOR; and on WFBR, Baltimore, it is participating in a sponsored news period similar to that using Transradio on the Yankee Network. WOR previously had signed the Fischer Baking Co., Newark, for news three times weekly at 8-8:15 a. m., starting March 12.

Congress Cigar Co., Newark, was reported to be entering the news sponsorship field also, through Gotham Advertising Co., New York, while the Mennen Co., Newark (toiletries), starting on Yankee Network, was also getting interested in Transradio news.

The newest additions to the list of stations carrying Transradio News for Continental Baking Co. are KRNT, Des Moines; WMT, Cedar Rapids, and WKBF, Indianapolis, which started March 25 through Batten, Barton, Durstine & Osborn. KRNT and WMT are owned by the *Des Moines Register & Tribune* whose publisher, John Cowles, is not only on the board of the Associated Press but is a member of the Publishers National Radio Committee, sponsoring the Press-Radio Bureau.

The other stations carrying Transradio news for Continental, whose agency purchases the service direct from Transradio Press, are CKLW, Detroit-Windsor; WSPD, Toledo; WADC, Akron; WBNS, Columbus; WHIO, Dayton, and WKBN, Youngstown. WBNS is controlled by the interests owning the *Columbus Dispatch* and the *Ohio State Journal*, and WHIO is owned by former Gov. James M. Cox of Ohio, publisher of the *Dayton Daily News* and *Miami Daily News*.

Among other stations scheduled to get Continental's news feature is KSD, St. Louis, owned by the *St. Louis Post-Dispatch*. The contract was still in negotiation at the time BROADCASTING went to press.

CALL LETTERS of WHBD, Portsmouth, O., have been changed to WPAY.

Press-Radio Bureau Gets Favorable Response

"FAN MAIL" received by the Press-Radio Bureau in response to an announcement March 1, its first birthday, contained only one letter of criticism or complaint which was regarded seriously. Of 14 other adverse pieces of mail, nearly all alleged discrimination against Huey Long, Father Coughlin, or both, and the writers made no attempt to conceal their political partisanship.

These 15 were among a total of 1,758 pieces which had been analyzed at the time BROADCASTING went to press. Returns are still coming in, according to James W. Barrett, editor of the bureau.

The announcement, made only once in the evening broadcast March 1, asked listeners three questions: "Do you like this service?", "Do you listen regularly?" and "Will you write and tell us?" Most of the writers went out of their way to give additional information for which they had not been asked. For example, many who apparently had no interest in radio-press relations other than that of readers and listeners, expressed the opinion that news broadcasting did not interfere with the sale of newspapers. They declared that in their own cases, such a service made them go out and buy newspapers to get more details.

Rural Reaction

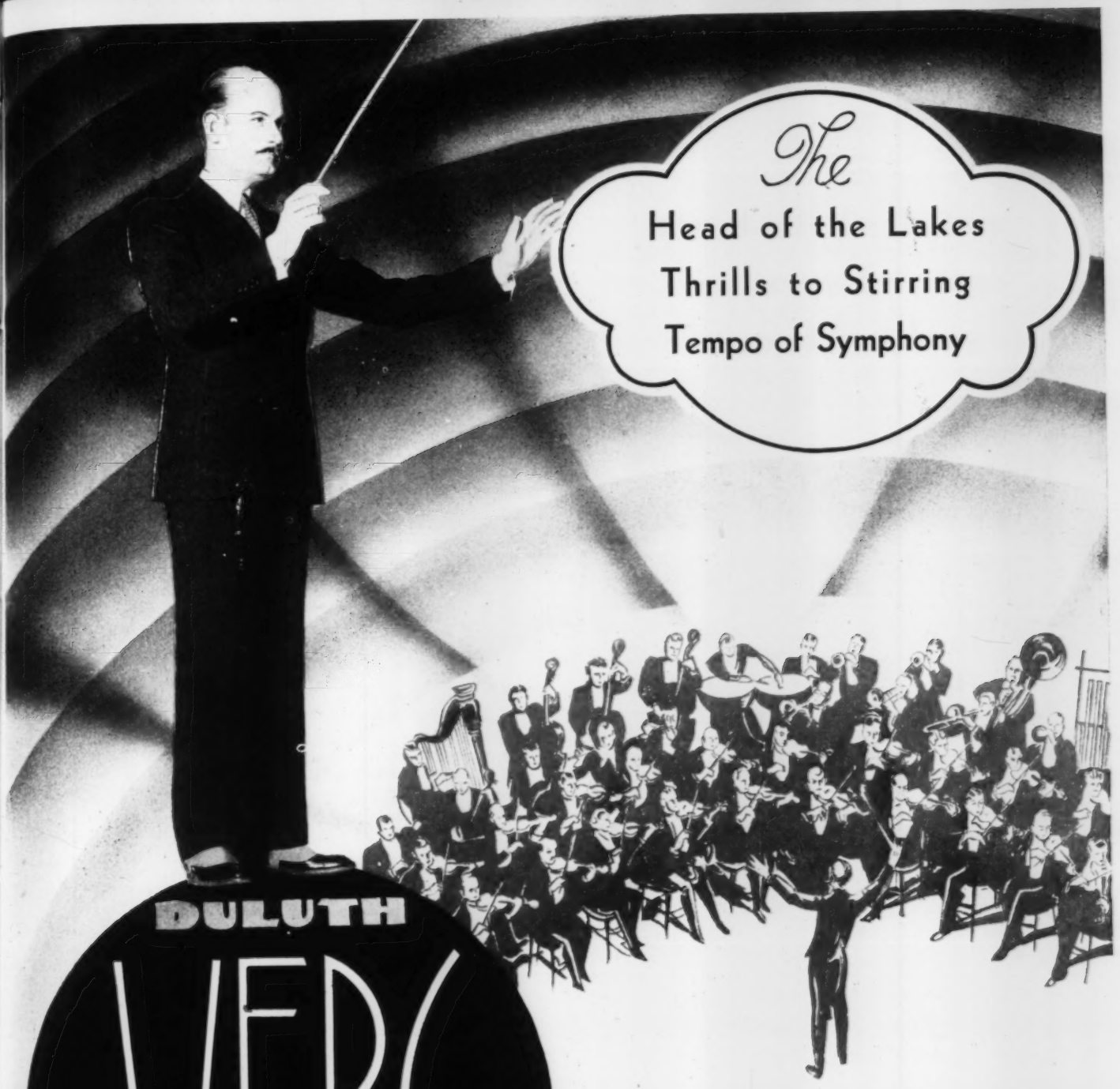
SEVERAL newspapers dealers reported that the broadcasting of news increased their sales. The proprietor of a country store (rural writers accounted for approximately 55% of the mail) described how customers sat around in the store in the evening, listened to the Press-Radio report on his set, and then walked over to the counter to order the next day's paper.

Inhabitants of remote rural districts in all cases begged for continuance of the service on the ground that it was the only medium through which they could keep up with outside events. Many blind listeners and invalids responded in the same vein.

In all this unanimity, however, the most striking feature was the universal desire for more news over the radio. Of those who expressed a choice, the numbers are about equally divided between advocates of a 10-minute news period and advocates of a full quarter-hour. None of the writers specifically said they thought five minutes was enough. All who mentioned the duration of the broadcasts wanted more.

Change in Iowa Calls

KSO, Des Moines, Ia., officially became KRNT March 17 under action of the FCC approving a change in call letters. Simultaneously KWCR, Cedar Rapids, adopted the call KSO. Both stations, along with WMT, Waterloo, are owned and operated by the *Des Moines Register-Tribune*, through subsidiary corporations.



DULUTH
WEBC
SUPERIOR

I.W. DUTCHER

To Paul LeMay, brilliant young American conductor, WEBC extends congratulations for his achievement in building the Duluth Civic Symphony Orchestra into an organization that has won the acclaim—and the practical support—of music lovers of the Northwest.

WEBC hopes to have the privilege again this year, of presenting Paul LeMay and the Duluth Civic Symphony Orchestra in another series of network programs from coast to coast.

HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR DULUTH

"We Cover the Waterfront" . .

. . . and it's a pretty big waterfront, too. The Niagara Frontier which stretches from this side of Erie, Pennsylvania, down to the outskirts of Rochester on Lake Ontario is one of the country's major markets.

1,312,551 people live here. Most of the workers are working. They're earning good pay. What's more important is the fact they're spending it.

They're buying new cars, radios, washing machines, furniture, rugs, step-ladders and house paint. Automobile registration is 157% over last year. Department stores and other retail outlets report a consistent gain in sales since January 1.

These million and a quarter people are prospering. They're definite prospects for what you have to sell them . . . and darn good prospects at that. You can reach every one of them through the Buffalo Broadcasting Corporation's stations . . . WGR and WKBW. We're not being conceited when we say that WGR-WKBW have the largest consistent listening audience in the entire Niagara Frontier. That's been proved again and again by unprejudiced surveys.

Moreover, WKBW and WGR divide Columbia Broadcasting System and Buffalo Broadcasting Corporation productions between them. That means you can pick desirable time . . . put your message across in the way that's impossible when a single station carries network programs.

Yes, we cover the waterfront and we do a thorough job of it. How about letting us help *you* cover the Buffalo Area—the Niagara Frontier?

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER

Transradio Press Service

Columbia Broadcasting System

National Association of Broadcasters

World Broadcasting System Program Service

REPRESENTED BY

FREE & SLEININGER, Inc.

New York, Detroit, Chicago

Denver, Los Angeles, San Francisco, Seattle

Iowa Radio Lineup Undergoes Change

THE RADIO situation in Iowa underwent several major changes March 17. KRNT, owned and operated by the *Register & Tribune* through its subsidiary, Iowa Broadcasting Co., opened in Des Moines as a CBS outlet—the first in that city to carry CBS programs. Des Moines now has the services of all three major networks. KSO, the other *Register & Tribune* station, carries the NBC-Blue and WHO, owned by the Central Broadcasting Co., is the NBC-Red outlet.

KRNT operates on 1320 kc., formerly occupied by KSO. On March 17, KSO was moved up to 1430 kc. On the same day, WMT went on the air from Waterloo and Cedar Rapids, as a merger of the old WMT, Waterloo, and KWCR, Cedar Rapids, both of which were owned by the Iowa Broadcasting Co. WMT operates on 600 kilocycles. New WMT studios are operated at both Waterloo and Cedar Rapids, and it is a basic outlet for the NBC-Blue programs. A new transmitter is located midway between the two cities.

KRNT started as a basic CBS outlet with the equivalent of 48 15-minute evening commercials from CBS, and with 17 15-minute day-time CBS commercials. The new WMT and KSO carry all commercials of the NBC-Blue network.

BY VOTE of the Orleans Parish Medical Society, physicians will be permitted to have their names used in radio talks in the future, provided copies of the talks to be delivered are first submitted to the society for its approval.

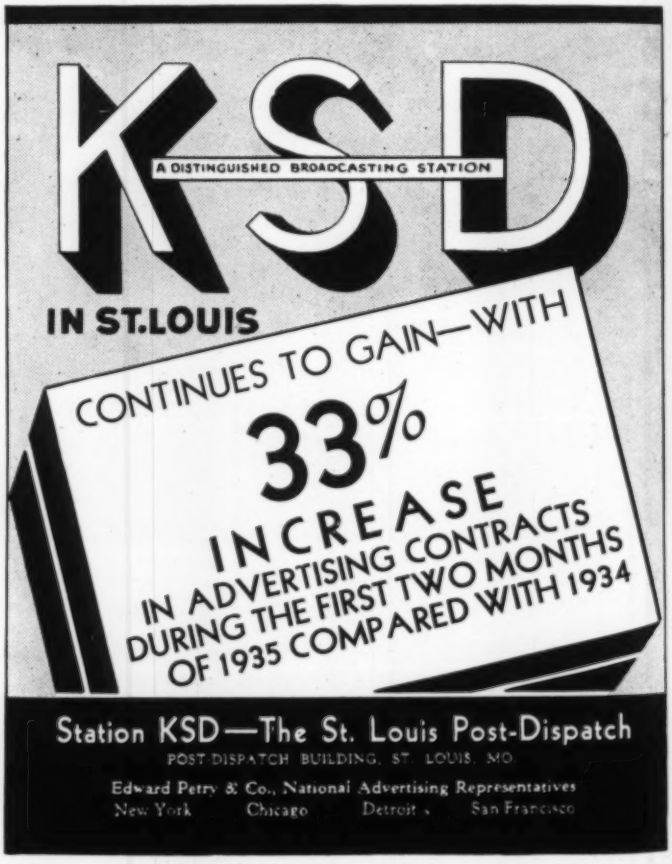
ITALIAN PROGRAMS On WMEX, Boston, Now Have Waiting List of Clients

TWO DAILY news periods in Italian, over WMEX, Boston, now are being sponsored by four national accounts as well as a number of local accounts on a participating basis, according to Alfred J. Pote, general manager. The national sponsors, who placed the accounts direct, are Old Dutch Coffee Co., Boston; Dominion Distillers, Jersey City (Kahveh, coffee cordial); Floret Products Co., New York (Italina laxative salts) and Prince Macaroni Co., Boston.

The program, designed for the 200,000 Italian population in the Boston area, is supervised by L. Di Fante. The commentator is Ubaldo Guidi, of the editorial staff of *El Progresso*, Boston Italian language newspaper. The program has been on the air since last November and has proved highly successful, according to Mr. Pote, and now has a waiting list of sponsors. Broadcasts are from 9:45 to 10 a. m. and 6:35 to 6:50 p. m.

Soap Products Tests

SOAP PRODUCTS Ltd., Long Island City (Lathorizer shaving cream) is testing a new 15-minute transcription series twice weekly on WNAC, Boston, placed through Kelly, Nason & Roosevelt Inc. This concern, also using WJZ and WEAF for local shows, is planning to expand its radio placements considerably. The transcription being tested in Boston features Dale Wimbrow as the *Mississippi Minstrel.*



The NBC Blue Network

Increases and Intensifies Its Circulation in IOWA

Waterloo

Cedar Rapids

By adding WMT to its famous chain of prestige stations, the NBC Blue Network has greatly increased and intensified its circulation in this important Eastern Iowa market.

Full time studios, operating in Cedar Rapids and in Waterloo, are producing more of the popular programs which have always made WMT a favorite station of Iowans.

Improved equipment and a new transmitter in an ideal location give WMT a stronger and clearer signal . . . thereby expanding its *airea* and further perfecting its program reception.

These features, plus the new preeminence enjoyed by WMT in providing its listeners with famous NBC Blue Network programs, opens a splendid opportunity to do a better selling job in this great market.

Here is *prestige selling* at its best. Here, in fact, is one of the most attractive advertising buys in Iowa.

WMT

CEDAR RAPIDS
WATERLOO

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

Nassau Heads WIBG

JOSEPH M. NASSAU, technical supervisor of WFIL, Philadelphia and formerly general manager of WLIT of that city, has become general manager of WIBG, of Philadelphia and Glendale, according to announcement March 24 by Stephen V. Moffett, secretary of WIBG Inc. He has been in radio since 1922 and is well known as an executive, technician and announcer. Margaret R. Collins, formerly of the program department of WLIT and staff artist of WFIL, has been named program director of WIBG, with Andrew T. Stanton as commercial manager, T. Cole Talmadge as technical director, and Elizabeth Golden Collins as publicity director.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

Whether it is English, Jewish, Italian, Polish, Spanish, Greek, Hungarian or Russian, WBNX "speaks the language of your prospect" by appealing to ALL the races that comprise the population of the metropolitan area.

WBNX • New York

New Copyright Bill

(Continued from page 14)

begin upon subsequent publication.

In the new draft (p. 24, line 4), broadcasters have been included, as desired by you, in the exemption from temporary restraining orders.

The Committee considered carefully the request of your organization for a change in the bill which would restrict the owner of copyright to either damages or profits and not give him both, but it was doubted whether it would be wise to make this change from the present law. The notion of giving profits unconscionably made to the copyright owner in an infringement case is solidly embedded in copyright law and has not hitherto, so far as the Committee is aware, met with any special criticism. The proportion of the profits to be awarded to the plaintiff is left to the discretion of the Court. While the Committee does not regard the question as entirely closed, it has not so far been convinced that the change proposed is desirable. As you know, effort has been made to avoid any changes going beyond what seemed necessary for the purposes of the draft.

You will be very much interested to observe that, on page 26 of the new draft, very material changes have been made amounting, briefly, to the removal of any stated minimum for statutory damages and the increase of the maximum in all cases to $10,000. The Committee recognizes that there have been great changes in the conditions and forms of the use of copyright material since 1909, when the present Act, including the provision for minimum damages of $250 was adopted. It seems reasonable and, all things considered, desirable to leave more to the discretion of the Court, while damages should not be so low as to amount to a license to infringe. The Committee believes that the change is in the public interest.

On pages 26-27 of the new draft, the requirement has been inserted of both notice and registration in order to permit the copyright owner to obtain any remedy other than an injunction or the value of a license. This is in accordance with the desire of the broadcasters. It will be further noted that the maximum value of a license under such circumstances has been reduced from $2,500 (old draft) to $1,000 (new draft).

On pages 27-28 of the new draft, the suggestions of the broadcasters have been adopted in part. It is provided that proof of fraud, or of good faith on the part of the infringer, shall be sufficient to exempt him from any liability except for the value of a license. The Committee, however, did not feel warranted in going so far as to strike out entirely the saving value of some record in the Copyright Office or of the notice on a published work. Here, as in some other instances, there is danger of incurring the criticism that this is an "infringers' bill". The reference to performance of works in cities of over 100,000 population, however, has been omitted. It is hoped that with these changes the subsection will meet the needs of those whom you represent.

In the provisions relating to infringing advertising matter as to which the infringer was innocent, broadcasters have been included in the exemptions granted, as desired, and similar amendments have been made in other portions of the infringement section, placing broadcasters in general on the same footing as publishers of periodicals (new draft at pp. 31-34).

Another change not specially asked for by the broadcasters, but which seems fair to them, is in the provisions relating to possible impoundment or destruction of infringing matter (p. 36). The harshness of impounding and particularly of destruction is recognized and it has been provided that they shall not take place where the publisher of a periodical or the broadcaster has acted in good faith.

Your proposed change in Section 25 (9) b (new draft, pp. 39-40) has been adopted by providing that there shall be no liability, in respect of "the ordinary occupation by a guest of a hotel or lodging-house room", for the reception of a radio broadcast. You will be interested to note the amendment in paragraph (5) of the same subsection which provides that the incidental reproduction of the copyrighted work in a broadcast relating to current events is not to raise any liability. The Committee recalls, in this connection, Mr. Bellows' remarks as to the situation arising at the time of the broadcast of President Roosevelt's inaugural. The same considerations apply, of course, to the broadcasts of sports events such as the big football games.

Section 34 of the existing law (pp. 43-44 of the new draft) has been amended to accord the right of review of damages on appeal.

Through an unfortunate inadvertence, the amendment desired by the broadcasters in Section 39, providing for no liability in civil cases more than three years after infringement, was omitted in mimeographing the revised draft. The Committee intended to include this change and it will be added before the bill is presented to Congress.

Section 41, dealing with the moral right of the author, has been the subject of much comment on the part of various groups who have been represented before the Committee and who desired to be adequately protected against any possible abuse that might arise from the inclusion of this right in the law. Accordingly, a somewhat elaborate series of provisions have been added in order to cover all reasonable requirements.

The Committee feels confident that the new provisions of the bill (revised draft, pp. 45-46) fully protect your position in respect of moral rights and that the advantages, if any, of making reservations have been greatly overemphasized. It is very doubtful whether the United States should make reservations in any event. The forward looking course is to encourage the complete elimination of reservations. The Committee feels assured that formal action by the Brussels Conference with reference to legislation in the United States is out of the question and that adverse criticism is extremely unlikely. On the other hand, the Conference will offer to the United States, if it has ratified the Convention, a welcome opportunity to obtain acceptance for some of its own policies and their inclusion in international law.

Oil Screamers

TO INTRODUCE its new Record Breaker gasoline, Gilmore Oil Co., Los Angeles, pioneer radio user, returned to the air March 22 on 11 Don Lee-CBS stations after a promotion campaign which included house-to-house distribution of 1,800,000 four-color screamers, newspaper-size. Outdoor, newspaper and other media are supplementing the program, which is titled *Strange as It May Seem* and dramatizes the John Hix cartoons. The network program consists of three evening quarter hours a week. Raymond R. Morgan Co. Inc., Hollywood, handles the sponsor's radio advertising.

WREN PROMOTES Indian 'Pow Wow' and 50,000 Visitors Attend

WHEN Haskell Indian Institute decided to have a three-day "Pow Wow" for promotional purposes, WREN, Lawrence, Kan., offered to help build up interest. A number of programs were broadcast by the Indians and then a caravan of 60 cars and busses was organized to tour Western Missouri and Eastern Kansas.

As the caravan left each city, the fact was announced over WREN and in every case, big crowds were on hand when the next city was reached. In some cases schools were dismissed so pupils could see the dancing and music provided by the entertainers in native costume.

The Haskell students are shown in the photo during one of their broadcasts. In all, 50,000 visitors were received during the "Pow Wow".

RATES **WFBL** REVISED

DOWN ? ? ? ? ? ?

Yes in some brackets down considerably

NOT UP ? ? ? ? ? ?

Yes in a few instances up a little

Simplification in our rate structure was the objective.

This new card lists 3 rather than 12 rate classifications. Maximum discount is now 30% instead of 20%. For the year around advertiser there is an additional 10%.

If you haven't received your copy of the new WFBL rate card write for one.

The Onondaga Radio Broadcasting Corp.

Onondaga Hotel **Syracuse, N. Y.**

KNX ice Preju

FLASH!
KNX SIGNAL STRENGTH DOUBLED

KNX now broadcasts from its NEW 500-foot "vertical radiator" ultra-modern type antenna. Effective power DOUBLED, thus giving the same intensity as 100,000 watts of power would give using an antenna of conventional design.

SMASHED is the theory that a "chain" of stations ALONE "covers" Western America

55% of population here live outside the "35 mile" retail trading areas of cities having basic network stations. National advertisers, awakening to these facts, are now buying KNX as a major medium to blanket the entire area.

KNX Audience Unlike Any Other on Coast

KNX has an audience all its own. It can be likened to the loyal circulation of a home town paper. Their radio is part of the family. They like to write to "their" station (KNX) and patronize KNX advertisers because KNX has taken the pains to give them the particular kind of entertainment and news that they want.

You cannot buy this audience and its loyalty anywhere else. More and more national advertisers are realizing this situation and are using KNX on a major basis. Phone or write nearest KNX representative for data booklet "KNX Pleads Guilty", also for time and talent available.

Roll Call of Grocery Products

now broadcast over KNX's 50,000 watts to 2,021,233 Western radio families.

Wheaties . . . Horlick's Malted Milk . . . Fels-Naptha . . . Ovaltine . . . Monarch Foods . . . Washington Apples . . . Libby, McNeil & Libby . . . Sunsweet Prunes . . . Congoin . . . Golden State Milk . . . Dill's Tobacco, e'c. etc.

KNX—"THE VOICE OF HOLLYWOOD"—
Speaking with 50,000 Watts Power on National Cleared Channel

Represented by JOHN BLAIR & COMPANY

NEW YORK	DETROIT	CHICAGO	SAN FRANCISCO
342 MADISON AVENUE	NEW CENTER BUILDING	520 NO. MICHIGAN BLVD.	485 CALIFORNIA

5000 WATTS · CL

Modern RCA tra
located one mile fro
providing more th
microvolts in Metro

More than 2000 mi
in Secondary Are

One of the Reasons

WCKY IS DOING THE REAL JOB

CLEAR CHANNEL

A transmitter
rom Cincinnati
chin 15,000
nopolitan Area.
00 microvolts
rea.
ors

OB FOR THE ADVERTISER!

Basic NBC

New Orleans Net Shift

NEW ORLEANS dispatches to BROADCASTING have confirmed the report that WWL, operated by Loyola University, will become the CBS outlet in that city Nov. 1, replacing WDSU. Wider coverage on the college station's 850 kc. clear channel, on which it recently secured full time when KWKH of Shreveport was switched to another frequency, was given as the reason for the shift. Negotiations for the purchase of WDSU by Louisiana State College, with Senator Huey Long as the intermediary, are now understood to be at a standstill.

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

Spread of $3 Fee on Dance Musicians For Remote Radio Programs Proposed

NEW YORK orchestras were nearing the end of their first month without radio outlets as BROADCASTING went to press, and the dance music situation, instead of being eased as the days passed, threatened to become more tangled than ever. The principal new element to disturb broadcasters was the suggestion that Chicago and other union locals might emulate the example of Local 802 in New York, impose a $3 per man per broadcast charge, and (since this would never be paid) automatically take them off the air.

During the last two weeks, one or two more "name bands" have found their way back to the airwaves because their leaders have elected to pay the broadcasting charge themselves, or have persuaded the players to help. There are very few of these cases, however, and the New York Association of hotel men remains adamant in refusing to pay the men extra for radio work.

Studio programs, and entertainment of a non-orchestral type from night clubs, have been developed as a substitute for the entertainment formerly offered by stations without network affiliations. The chains have perfected their arrangements for bringing in music from other cities than New York, but now find themselves confronted with the possibility of losing many of these, if other locals of the union imitate Local 802.

BROADCASTING is informed that the national organization, the American Federation of Musicians, has given no official consideration to the idea of extending the $3 levy on a countrywide basis. It is known, however, that there have been informal conversations looking towards this, and Samuel Taback, a member of the executive board of Local 802, is confident the idea will spread.

When a meeting of Local 802 was held in Carnegie Hall March 22, the subject was not even discussed. A resolution proposing a 3% tax on the incomes of all musicians who are working, the proceeds to be used for unemployment relief, was approved, however. This may eventually render unnecessary the $3 charge which the union is now trying to collect for relief purposes. Also, it may have the effect of shutting out the prospect of even more drastic levies which have been brought forward. One of those voted down at the meeting would have set up a maximum income of $100 for all instrumentalists, any excess over this to go to the relief fund.

Sustaining Periods

SUGGESTION that some of the big "name bands" may decide to withdraw from the union and "go it alone" is not entertained seriously in well-informed circles. It is pointed out that the top-notchers, who are the only ones who could afford to risk such a course, are also the ones who benefit by the ruling which keeps them from having sustaining programs. Most of them have commercials already, for which they are well paid. When they have several sustaining periods also, these are often sponsored locally, or sandwiched between commercial announcements so they seem to be sponsored, and the results is to lessen their value in a sponsor's estimation.

For this reason, it is thought that the "name bands" who have sponsors will studiously refrain from upsetting the present arrangement. They like to have a scarcity value. Some of the broadcasters are wondering whether the scarcity will not become so pronounced they will lose value.

Public interest in the musicians' private squabble reached the point where the New York *Daily News* decided it had sufficient reader interest to fill the "Inquiring Photographer's" column.

James Jemail recorded, in answer to the question: "Do you think that orchestras playing steady engagements should be paid extra for broadcasting, to aid jobless musicians?": Don Bestor, in favor of it, with a graduated scale; Jack Denny, favorable; Leon Belasco, favorable, but advocating hotel and orchestra men pay half; Abe Lyman, negative, believing players should pay $3; Willard Robison, favorable, because hotels get valuable publicity; Noble Sissle, unfavorable, believing hotels cannot afford it.

WHAT GOOD IS DEMAND WITHOUT SUPPLY?

WXYZ (KEY STATION) DETROIT
WBCM BAY CITY
WFDF FLINT
WJIM LANSING
WIBM JACKSON
WELL BATTLE CREEK
WKZO KALAMAZOO
WOOD GRAND RAPIDS

In other words—why spend money creating demand—IF you haven't the dealers to SUPPLY it? Obviously that kind of advertising expenditure is practically wasted—BUT—there's ONE solution for the manufacturer who WANTS MICHIGAN'S RICHEST MARKETS! The solution is the Michigan Radio Network—with its eight stations—AND—its MERCHANDISING SERVICE. With this setup there is not only a *demand* created for your product—but also an outlet—DEALERS! The merchandising service GETS DISTRIBUTORS—CHECKS CREDITS—ACTUALLY TAKES ORDERS FOR MERCHANDISE—HANDLES DEMONSTRATIONS—PLACES DISPLAYS! Don't make the mistake of stopping at merely creating demand! Finish the job! Use the Michigan Radio Network MERCHANDISING SERVICE available to its advertisers without additional cost. Write or wire for details.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operaters of Station WXYZ)

CHICAGO
William G. Rambeau
316 N. Michigan Ave.

DETROIT, MICHIGAN
300 MADISON THEATRE BUILDING

SAN FRANCISCO
Douglas S. Nowell
Russ Bldg.

MEMBER MUTUAL BROADCASTING SYSTEM
WOR, New York; WLW, Cincinnati; WGN, Chicago; WXYZ, Detroit

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

WOR LISTENERS
Audience in Cities Is Checked With Premium Offers

COOPERATION with Loew's circuit of theatres and with United Artists will enable WOR, Newark, to make a novel type of check on its program coverage since inauguration of the new 50,000 watt transmitter at Carteret, N. J. On March 25, WOR began a series of announcements, ten a week, at varying times of day, addressed to listeners in particular cities. Thirty in number, these cities are spread all along the Atlantic coast from Maine to Florida, and as far inland as Chicago. On the first program, addressed to Harrisburg, Pa., the announcement advised listeners that they could receive free admission to the local Loew's Theatre, where a certain first-run film would be played during the next few days, by writing in to WOR on how well they received the broadcast. Writers of the ten best letters are awarded admissions for two.

Each announcement also contained a trailer advising what city would be the next on the list. On "Harrisburg Day" it was stated that the next day's announcements would be for residents of Reading. From Reading they swung to Springfield, Mass., and from there to Columbus.

FCC Schedules Hearing On 970 kc. Applications

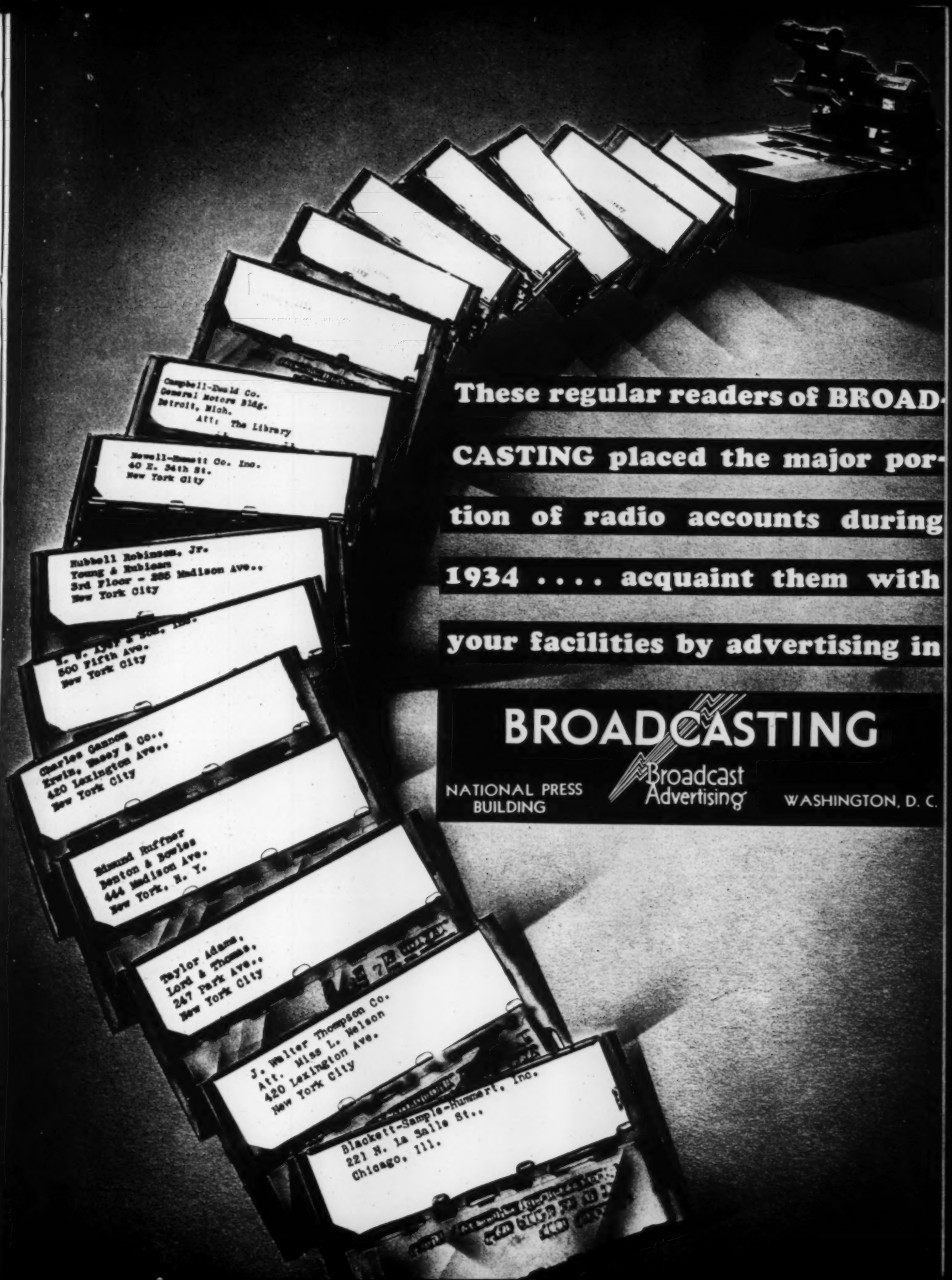
A HEARING in Washington May 9 before the three members of the FCC Broadcast Division has been ordered in connection with the applications of Amon G. Carter, of Fort Worth, Tex., and Hearst Radio Inc. for new stations on the 970 kc. channel. At the same time the three commissioners will hear the application of KJR, Seattle, present occupant of the channel, for a power increase from 5,000 to 10,000 watts.

Mr. Carter, publisher of the *Fort Worth Star-Telegram* and operator of WBAP, seeks a new 5,000 watt station in Fort Worth and the Hearst interests seek a new 1,000 watt station in Albany, N. Y. Since WCFL, Chicago, now operates on 970 kc., it is no longer in the clear channel category, and duplication of the channel with additional occupants is being urged as technically and economically feasible.

Spots for De Soto

DE SOTO MOTOR Corp., Detroit, on March 18 launched a spot campaign on 51 coast-to-coast stations, with at least one station used in every key city. In all, 26 announcements will be broadcast—brief dramatic episodes, each with a different sales approach. Time between 6 and 10 p. m. is used, with two announcements on each of 12 nights and one on each of two nights. The campaign is handled by J. Stirling Getchell Inc., Detroit.

KIUO is the call signal assigned by the FCC on March 16 to the new local broadcasting station at Ardmore, Okla., licensed to the Ardmoreite Publishing Co. Inc.


Campbell-Ewald Co.
General Motors Bldg.
Detroit, Mich.
Att: The Library
Newell-Emmett Co. Inc.
40 E. 34th St.
New York City
Hubbell Robinson, Jr.
Young & Rubicam
3rd Floor - 285 Madison Ave.,
New York City
500 Fifth Ave.
New York City
Charles Gannon
Erwin, Wasey & Co.,
420 Lexington Ave.,
New York City
Edmund Ruffner
Benton & Bowles
444 Madison Ave.
New York, N. Y.
Taylor Adams,
Lord & Thomas,
247 Park Ave.,
New York City
J. Walter Thompson Co.
Att. Miss L. Nelson
420 Lexington Ave.
New York City
Blackett-Sample-Hummert, Inc.
221 N. La Salle St.,
Chicago, Ill.
These regular readers of BROADCASTING placed the major portion of radio accounts during 1934 .... acquaint them with your facilities by advertising in
BROADCASTING
Broadcast Advertising
NATIONAL PRESS BUILDING
WASHINGTON, D. C.

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone — MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

The Mexican Paradox

WHAT a curious anomaly that the Mexican Government should become sponsor of so splendid a network program to stimulate travel in Mexico and good will toward our southerly neighbor, yet at the same time give haven to American-owned broadcasting stations along the border that are operated by people who are *persona non grata* in a radio way with their own government!

Now comes the news that Dr. Brinkley, driven off the air in this country and later suffering his powerful border station at Villa Acuna to be dismantled by the Mexican government, has made his peace with the new communications powers at Mexico City and is back in radio over his own station. Dr. Brinkley is only one of a dozen or more who cannot secure or hold American radio licenses but somehow get them from Mexico for stations along the Rio Grande that throw their signals not into Mexico but northward into the States, often employing directional antennas for the purpose.

To these stations go many of the questionable and contingent accounts that U. S. stations won't accept or cannot accept under the code. The increasing interference they are causing U. S. and Canadian stations is a problem to which we believe our FCC could well devote itself; possibly the Mexican authorities themselves don't know its serious implications both technically and as a matter of good will toward Mexico.

When In Doubt—Don't

THESE are boom days for radio. Never before has the demand for time been so constant—a demand growing out of unquestioned results for the advertisers far exceeding the return for the dollar invested than he is able to derive from any other medium. Broadcasters are in a better position today to select their clients than ever before. Which brings us to our point.

The newly reorganized FCC is on the warpath. It is cracking down on stations that violate the regulations in the remotest degree. It has also started a campaign against stations which are accepting questionable medical and other commercials. It is going deeply into that old bugaboo — the educational-radio problem. In a word, it is aiming under its new regime to clean up broadcasting.

The lightning couldn't strike at a better time for the broadcasters. They can afford to drop improper commercials. For their own good, they can stand a little more stringent regulation, for when politics and "wire-pulling" go out the window, stability and self respect walk in the front door.

For the reputable advertiser and his agency, this New Deal in radio should prove beneficial in the long run. He will be assured of good company on the air, for the fellow who precedes and follows him on the air will have to measure up to rigid standards. That will make for even greater listener acceptance.

It is to be hoped that the FCC, in its desire to improve broadcasting and reform its own laxity of the past, will not run out of bounds. There is always danger in an excess of zeal, particularly when reform groups supply the agitation and ammunition with selfish aims in view and without regard for the good that has already been accomplished. We trust that Chairman Prall will not let his ambitions to put the broadcasting house in order, lead to a mailed-fist bureaucracy. Every bona fide element in radio will cooperate with him and his staff wholeheartedly so long as the rules and their enforcement remain reasonable. As a business man himself, Mr. Prall has given every assurance that they will be entirely reasonable.

To the broadcaster we have but one suggestion to make in acting on doubtful programs: When in doubt — don't.

Educated Education

PURSUANT to its pledge to Congress last January, the FCC has called a national conference on education by radio, beginning May 15. The only issue is that of developing a plan for mutual cooperation between broadcasters and non-profit organizations, combining the educational experience of the educators with the program technique of the broadcasters. It does not involve, in any way, the old issue of class allocations, for that was disposed of by the FCC in its report to Congress expressing unqualified opposition to proposals for allocations of "fixed percentages" of facilities to non-profit organizations.

As in the case of the hearing last fall, the broadcasters can be expected to come forward with concrete plans for solution of this problem. More than likely, the networks will advance proposals for the assignment of specific blocks of time for such purposes. All the broadcasters seek and have ever sought is sound cooperation from the educators. Unfortunately the educators on their part have never been in agreement among themselves as to the way to use radio, and even now we have the Morgan group, by no means representative of education as a whole, stepping forward with another hare-brained scheme for a governmental radio system.

What appears to be a sound plan to solve the radio-education problem is advanced by Allen Miller, progressive young radio director of the University of Chicago. He proposes a pooling of interests of educators and broadcasters, with endowments to carry the primary financial burden. He views with scorn the idea of educational reformers that there be government operation of radio or class allocations of facilities.

Under Mr. Miller's plan, education by radio would be dispensed by people on and off the campus who are qualified to perform the service. They would work in collaboration with the broadcasters, who know studio technique and audience appeal. There could be coordinated operation, with the commercial stations that admittedly have the audience appeal, used as the medium.

The endowment proposal is particularly impressive. In what better way could philanthropic organizations assign their funds? How much better, for example, would it be for the Payne Fund, which has provided the wherewithal for the destructive and fruitless campaigning of the Morgan group, to endow a project such as Mr. Miller proposes? The Miller plan merits the mature consideration of the forthcoming conference.

The RADIO BOOK SHELF

LAVISHLY illustrated and full of coverage information is *NBC Network Aireas*, the product of two years' work in taking field strength measurements, tabulating audience mail and analyzing the results, just published in complete form. (See BROADCASTING Feb. 15.) NBC explains that agency executives and national advertisers "can take a survey rating based on an adequate cross section and, by applying it to the potential circulation figures of the NBC network, determine how many radio families are actually listening."

The volume contains large, colored maps and charts depicting the circulation data of the network, regional networks and individual stations. According to NBC, the book "doesn't spar with shadowy fancies—it shows where and how many radio families are reachable through NBC."

But They Sell!

CRITICS of radio occasionally take keen delight in hopping the nearest band wagon and gleefully shouting that only a small percentage of listeners to some programs can name the advertiser who is sponsoring it. No embellishment is needed for the flat statement from an agency executive (on another page) that: "I do not believe there is much more reason for us to find that a radio listener has associated the advertising and the artist than for the reader of a shoe advertisement in a newspaper to remember the column of news material next to which appeared." And after all, many of the most successful programs, commercially, do not rate high from a sponsor-recognition standpoint — but they sell, and that's what advertisers want.

We Pay Our Respects To—

ANNE SCHUMACHER ASHENHURST

LEADING all agencies in network time placements during 1934 was Blackett - Sample - Hummert, Inc., which accounted for a gross of more than $4,000,000 on the major chains and came up from third place in 1933. (See BROADCASTING, March 15.) Although no official figures are available, it is generally believed that B-S-H also tops the list in spot broadcasting.

Most of this agency's campaigns are for products sold to women. Hence it is not surprising that the moving spirit behind its productions is a woman—a petite blonde whose years in newspaper work were spent writing about women, for women, and who now produces more radio performances than anyone else in the field, man or woman.

Anne Schumacher Ashenhurst, vice president of B-S-H in charge of its radio activities, is not very well known among the broadcast fraternity because she has preferred to remain in the background, so far as station contacts are concerned. Yet she is one of the most important leaders in broadcast advertising.

Born in Baltimore 30 years ago, the daughter of an engineer now retired, Anne Schumacher was graduated from Goucher College and there began the journalistic career that was later to fit her for her commanding position in radio. While an undergraduate she acted as college correspondent for the *Baltimore Sun* and during vacations served on the main office staff. At 17 she was conducting a column of personal advice for the *Baltimore News*. That the lovelorn might have confidence in the maturity of her judgment, the column pictured her with an old-fashioned hat which seemed to treble her actual age. She remained with the latter newspaper as a member of the city staff until 1925, specializing in assignments on women's topics.

This experience led her to obtain a position with the *New York Herald*, Paris version of the *Herald Tribune*, and in the French capital her duties consisted of interviewing the celebrities who provide *boulvardiers* with topics for their interminable conversations. Coupled with this was some work on women's fashions—describing coals in Newcastle.

It was in Paris too that Anne Schumacher became Mrs. Ashenhurst, and there her son John, now eight, was born.

Back in the United States, Mrs. Ashenhurst decided to enter advertising, and in 1929 she joined Blackett-Sample-Hummert, in Chicago, as a writer, assigned to assist Frank Hummert. Writing copy with him and giving him general assistance in his position as editorial head of the company, Mrs. Ashenhurst was at first concerned almost exclusively with publication advertising. In fact, the agency which is now the biggest buyer of network time entered the field of commercial broadcasting most unobtrusively, and without any fanfare.

Its first radio campaign was for the depilatory Neet, and it was conceived merely as an adjunct to printed advertising. Mrs. Ashenhurst, remembering her Baltimore technique, wrote 15-minute talks in the form of questions and answers on beauty and charm, and tucked away in this continuity was a commercial announcement for the product. The solid success which this program achieved paved the way for the many which have followed, including Louis Philippe Inc., (lipstick); Edna Wallace Hopper; Phillips Dental Magnesia (on which program Abe Lyman's orchestra is now in its third successive year); Kissproof, and Kolynos.

Underlying the agency's programs is the fundamental idea of appealing to the greatest possible number of people. Selected as the best way to reach these masses of people is the appeal to the fundamental emotions. All B-S-H script shows, in addition to this element, have behind them the fact that they are not just about people, but are about particular people with particular problems—and of course these problems have been chosen with a view to their wide emotional appeal.

In the case of *Just Plain Bill*, who is a small-town man with small - town philosophy running a small - town barber shop, the unusual twist lies in the fact that his wife is supposed to have died when his baby was born. He has sent his daughter away to a fashionable school. Will she be "too good" for her father when she comes home? The radio public is intensely interested in the resulting problems that confront him. Marie, the *Little French Princess*, is depicted as having run away from her title and married a plain American (apparently sharing Mae Murray's views on the marrying Mdivanis), because she wanted to leave her wealth and social position behind her—to be just plain Marie.

The *Romance of Helen Trent* brings the script in closer relationship with the commercial purposes of the program: she is a woman over 30, and the message conveyed by the series is that a woman of her years can still be beautiful and have charm.

Mrs. Ashenhurst originates ideas for these series, builds the shows, writes some of them herself, and supervises the writing of others. In the case of musical presentations, she carries out Frank Hummert's theory that melody has a wider appeal than rhythm—which explains the popularity of Bayer Aspirin's *American Musical Revue*, and the fact that Abe Lyman has not played a rhythm number in more than 400 broadcasts.

In commercial announcements also there is a fixed policy: Give people news about things that are important to them personally. If a man or woman has an ache or pain, it will be news to be told what to do about it; if a woman has a poor complexion, she will welcome news on how to improve it.

For three years Mrs. Ashenhurst commuted between Chicago and New York, since the latter office of the agency is almost entirely a creative department, while the main business activities are centered in Chicago. A routine of two weeks in one city, and two weeks in the other, has made her an expert on railroads and a favorite with Pullman porters.

Walking and the theatre are her chief recreations, the former being her chosen form of exercise as well. Three miles a day is the minimum, rain or shine, from the New York Central building, up Park Avenue to her home. Between book-covers she likes to find detective mysteries or stories about elephants, and on the radio dial—Alexander Woollcott, because his unsolved murder mysteries are so chilling.

Perhaps it is because Woollcott has such a different effect on his audience from that emotional appeal which sells cosmetics that he has such an enthusiastic listener in Anne Schumacher Ashenhurst.

PERSONAL NOTES

BRUCE VAN CLEAVE has joined the NBC Chicago sales department, where he replaces Robert Hotz, who left March 1 to become head of the radio department of Blackett-Sample-Hummert Inc. A former partner in an investment firm, he sold out in 1930 to go into advertising, first with McFadden and later with the *American Weekly*, the Portland Cement Association, N. W. Ayer & Son, and Armour & Co.

J. FRED COLL, former director of publicity and special features for WMCA and the American Broadcasting Co., has joined Publicity Associates, public relations counsel for the Empire State Building, former Gov. Al Smith and numerous business enterprises. The firm specializes in public relations, advertising, radio programs and general publicity, with main offices in the Empire State Bldg.

LEO M. KENNETT, manager of WSBT and WFAM, South Bend, Ind., has resigned to take over the managership of WHBU, Anderson, Ind., which he recently purchased. He goes to Anderson April 1.

EDWIN S. REYNOLDS, formerly assistant publicity director for R. H. Macy & Co., New York, has joined the sales promotion staff of WOR, Newark.

MARK J. WOODS, assistant executive vice president of NBC in New York, arrived in Hollywood March 12 on a Western tour, accompanied by Don Gilman, NBC vice president and West Coast manager.

MYRON J. BENNETT, formerly with KFYR, Bismarck, N. D., has asumed management of KLPM, Minot, N. D.

J. F. JARMAN, Jr., former commercial manager of WDNC, Durham, N. C., was appointed acting manager of that station March 13 by the board of the Durham Radio Corp. He succeeds E. W. Carr, resigned.

DEAN C. JENKINS, secretary to Chairman Prall, of the FCC, and Mrs. Jenkins are the parents of a boy born March 11 in New York.

JOHN W. GUIDER, Washington radio attorney, and Mrs. Guider are the parents of a son, Frank Hogan Guider, born in Columbia Hospital, Washington, March 26.

WALTER NEFF, sales manager of WOR, Newark, was co-producer of a special vaudeville show satirizing various phases of advertising before the meeting of the Association of Advertising Men of New York March 14.

RALPH DUNCAN, of Pueblo, Colo., has joined the commercial station of WGCM, Gulfport, Miss., and will be in charge of the Biloxi, Miss. office of the station.

A. D. WILLARD, assistant manager of WJSV, Washington, addressed the Washington Advertising Club on March 11 on the subject of successful radio advertising.

MARION KYLE, formerly on the sales staff of KHJ and KMTR, Los Angeles, joined the commercial department of KFAC, Los Angeles, in March, as did David McCosker, formerly in the auto sales field.

WILLETT BROWN, son of J. E. Brown, general manager of Don Lee Inc., California Cadillac-LaSalle distributors, has joined the administrative staff of KHJ, Los Angeles.

RALPH STEWART, former member of the sales staff of KOIN and KALE, Portland, Ore., has joined the commercial department of KTAB, San Francisco.

JACK BENNETT, chief announcer of KRE, Berkeley, Cal., has been promoted to assistant manager. Don Hambly, program director, was elevated to the post of production manager. Ray Grant has come in as account executive and special announcer. Hambly's engagement to Miss Florence Tuttle, of San Francisco, has been announced.

H. J. GREIG, recently resigned from Greig, Blair & Spight, station representatives, and now commercial manager of the SBS Network in the Southwest, is touring the 13-station group.

GORDON S. AVERY has been placed in charge of the new specialized merchandising department instituted by KVOO, Tulsa.

CONGRESS
is in session

Already this interesting assembly has attracted thousands of people to Washington . . . Society, too, has taken on vivid color as guest lists read like a World's "Who's Who". You will enjoy Washington this winter.

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, MGR.
WASHINGTON, D.C.

JAMES HANRAHAN, vice president of the Iowa Broadcasting Co., radio subsidiary of the *Des Moines Register & Tribune*, operating KRNT and KSO, Des Moines, and WMT, Cedar Rapids, has been transferred to Washington and New York permanently to represent the newspaper in radio and other interests.

J. B. CHANDLER, president of the company of the same name in Brisbane, Australia, which operates five commercial broadcasting stations in that Commonwealth, arrived in San Francisco March 27 on his first visit. He plans to investigate American broadcasting and merchandising methods, with the hope of introducing them in his home country.

JAMES W. CLARK has been appointed general manager of WGST, Atlanta, succeeding David Brinkmoeller.

J. L. STONE, formerly with WMBG, Richmond, has been named general manager of WPHR, Petersburg, Va.

CHARLES G. BURKE, for the last six years sales manager of WDAY, Fargo, N. D., has joined W9XBY, new Kansas City high-fidelity station on 1530 kc., in the same capacity.

CARROLL E. KING, former amusement manager, press agent and newspaper advertising director, has joined the commercial staff of WMC, Memphis.

E. H. CALKINS, for nine years with WKRC, Cincinnati, resigned from the sales staff in March to free lance. Stanley Bateman, sales manager, is back on the job after an illness of three months.

GUESTS OF HONOR at the Broadway Cheese Club on March 18 included the following radio notables: David Sarnoff, RCA president; M. H. Aylesworth, NBC president; Alfred J. McCosker, WOR director, and Donald Flamm, WMCA director.

RADIO PAINTER—Dr. Seth Maker, "The Philistine" to auditors of the Painless Parker dental program from San Francisco to coast NBC stations, is a painter of no small talent. He recently completed this portrait in oils of Don E. Gilman, vice president in charge of the network's western division.

BEHIND THE MICROPHONE

EDDIE CASEY, former Harvard athlete and coach, has signed with Yankee Network as football commentator and will be heard three times weekly during the gridiron season.

TRUE BOARDMAN, announcer of KHJ, Los Angeles, on March 20 announced his marriage last January in Mexico to Thelma Hubbard, radio actress.

SIDNEY TEN EYCK, WCKY announcer, is commuting from Cincinnati to Dayton, O., two nights a week to announce the *Ex-Lax Amateur Show*, which is broadcast by WSMK. After seven weeks the finalists will compete for an opportunity to take part in a CBS broadcast.

HAROLD SPARKS, formerly with KSO, Des Moines and Oklahoma City stations, has been transferred to the announcing staff of KRNT, Des Moines.

THREE new announcers have joined the staff of KWK, St. Louis: Arthur Jones, formerly of WIND, Gary, Ind.; Bobby Griffin, formerly of WIND, and John Conrad, formerly of WIBW, Topeka. Jones was married March 14 to Miss Pauline Pierson.

GORDON "DON" KERR, formerly of WOR, Newark, and WTAR, Norfolk, Va., has joined the announcing staff of WMCA, New York.

KEN MILES, producer-announcer of KHJ, Los Angeles, is the father of a son born March 10.

ARTHUR JONES, announcer of KWK, St. Louis, and Miss Polly Pearson were married March 14 in St. Louis.

GORDON HITTENMARK, formerly with KVOO, Tulsa; WBAP, Ft. Worth; KOMA, Oklahoma City, and WDAF, Kansas City, has joined the announcing staff of WRC, Washington, where he is now conducting the 7-9:15 a. m. *Your Time Keeper* period.

JACK KAY, former Chicago and Detroit showman, has joined the announcing staff of KHJ, Los Angeles, replacing Harold Horton, who resigned to manage a European variety tour.

DAVID NOWINSON, formerly with WIND, Gary, Ind., is now free-lancing his scripts, including some shows for Norman Alexandroff & Co., program producers, Chicago.

EARL H. KEATE, former booker for Fanchon & Marco stage shows, on March 15 joined Thomas Lee Artists Bureau at KHJ, Los Angeles.

ROBERT L. KENNETT, formerly program director at WSBT, South Bend, Ind., has joined the production department of WLW, Cincinnati.

BURTON BENNETT, program director of KFAC, Los Angeles, resigned in March to free lance as a writer-producer.

PAUL SULLIVAN, formerly with KMOX and KSD, St. Louis, has joined the announcing staff of WLW, Cincinnati.

GENE LOFFLER, formerly of the production staff of WHO, Des Moines, has joined the Omaha studios of KFAB and KOIL. Loffler, who has had wide experience in conducting the *Iowa Barn Dance* show, is in charge of KFAB farm programs.

HERBERT MORRISON, formerly with WCBD, Waukegan, Ill. and XER, Villa Acuna, Mexico, has joined the announcing staff of WTMJ, Milwaukee.

VIRGINIA NISSEN, daughter of Cal Nissen, commercial manager of KNX, Hollywood, will write publicity under Arthur Kemp, new KNX sales promotion manager.

RAY RASMUSSEN, new to radio, has joined the announcing staff of WGAR, Cleveland.

PAULINE BUTLER, formerly of WFAA, Dallas, Texas, WOMT, Manitowoc, Wis., and WBBZ, Ponca City, Okla., has joined the program staff of KTAB, San Francisco.

DON HAMBLY, production manager of KRE, Berkeley, Cal., and Miss Florence Tuttle, San Francisco, recently announced their engagement.

BOBBY BROWN, CBS production manager in Chicago, in response to a petition signed by 608 invalid veterans, wrote a special sketch of *Myrt & Marge*, William Wrigley Jr. Co. program, for Edward Hines Jr. veterans hospital in Maywood, Ill., March 23 and presented it at the hospital.

MITCHELL GERTZ and Sherman Grancell in March purchased the talent agency of William S. Gill, Hollywood. The firm will manage radio and screen names.

T. MART REGAN, head of the Community Broadcasting Studios, Los Angeles, air check and instantaneous recording group, is a candidate for the City Board of Education.

DAVID SARNOFF, president of RCA, on March 26 received the Cross of the Legion of Honor of France from Consul General Charles de Fontnouvelle in recognition of his "pioneering and great accomplishments in the science of radio."

An INTERESTED AUDIENCE Is A PRODUCTIVE AUDIENCE★★★

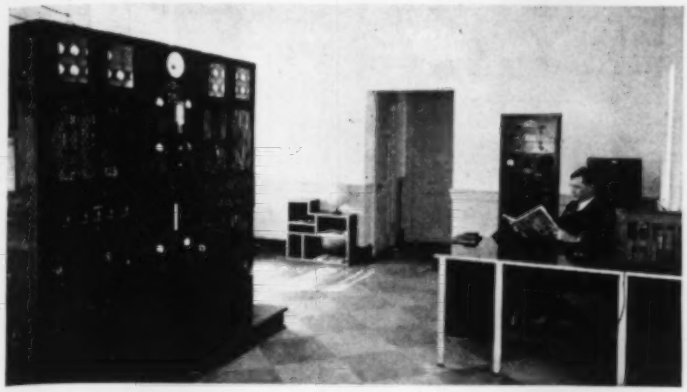
CKLW PRESENTS
THE MOST BRILLIANT PARADE OF STARS ON THE AIR

Day and night — night and day — an endless parade of STARS of the stage, screen and radio —are brought to CKLW listeners. Listeners— not by accident—but because they're *interested!* No wonder time on CKLW is so very productive!

CKLW, Member Columbia Basic Network. 5,000 Watts Windsor Studios: Guaranty Trust Bldg. Detroit Offices: Union Guardian Bldg.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.



IN THE CONTROL ROOM—Photographs show newly completed transmitter house and main transmitter room of WMAZ, Macon, Ga. George P. Rankin, Jr., chief engineer, is studiously perusing BROADCASTING Year Book.

IN THE CONTROL ROOM

VICTOR G. ROWE, inspector in the FCC Los Angeles field office, in April will inspect Arizona stations and hold operators' examinations in Phoenix later in the month.

DEE ROWSELL, formerly on the technical and announcing staff of KDYL, Salt Lake City, has taken a similar post at KJBS, San Francisco.

CHARLES SPRAGUE, chief engineer of WJIM, Lansing, Mich., is the father of a boy born Feb. 24. Henry Titherington, formerly of WELL, Battle Creek, and Lauren Bergeron, formerly of WOOD, Grand Rapids, have joined the WJIM engineering staff.

K. C. AMBLER and Addison Beidenan, technicians with KFWB, Hollywood, and the Southern California network, on March 28 left on the *North Haven* to become radio technicians for the new Pan-American Trans-Pacific Airplane Service. Ambler will be stationed at Wake and Beidenan at Midway Island.

JACK POPPELE, chief engineer of WOR, Newark, who completed the installation last month of its new 50,000 watt transmitter, sailed March 19 on the *S. S. Brittanic* with Mrs. Poppele for a three-week Caribbean and South American cruise.

FRED D. WILLIAMS, former president of the Radio Manufacturers Association and now its treasurer, has been appointed vice president and general manager of International Resistance Co., Philadelphia.

EDWARD R. JOHNSON, chief engineer of WIP, Philadelphia, has been named technical supervisor, with Cliff Harris promoted to chief engineer.

G. W. EARNHART, former U. S. radio inspector, has been named chief engineer of KWYO, Sheridan, Wyo.

DON C. McCRAE, well-known radio engineer who has specialized in aeronautical radio in recent years, has been appointed chief communications engineer of Eastern Air Lines.

OLIN WILLIAMS and William Ratliff, of the WTOC, Savannah, engineering staff, on March 23 exchanged places when Williams returned to Georgia Institute of Technology and Ratliff resumes his transmitter duties at WTOC.

ROBERT H. DAVIS, formerly on the staff of WRC, Washington, has joined the technical staff of KYW, Philadelphia.

L. McC. YOUNG, supervisor of synchronization at WBBM, Chicago, addressed the Chicago section of the Institute of Engineers, March 22 on "Present Practices of Synchronization of Broadcasting Stations".

LARRY FISKE, Chicago CBS remote supervisor, celebrated March 10 his tenth anniversary with WBBM.

CARRINGTON H. STONE, formerly sales manager of Jenkins & Adair Inc., Chicago, has opened offices at 1020 Engineering Bldg., Chicago, as Westinghouse dealer in broadcast station specialities for the North Central States.

GLENN D. GILLETT, Washington consulting engineer, was in Los Angeles in March to conduct a field strength survey for KECA.

New Velocity Microphone

ALTHOUGH 6 db. higher in output than formerly obtained in velocity microphones, the new 7-point microphones by Amperite Corp., New York, are more compact, this being in part made possible by use of the new nickel aluminum chrome magnets. The most powerful and expensive magnet available today —twice as powerful as 36% chrome steel— found its first American application in the new microphone. Operating without background noise and a flat response over the entire audible range, the new velocities can be used for either speech or music. Acoustic feedback and hum pickup is eliminated entirely in public address or station installations. The flexibility of the microphone has been increased by the addition of a swivel bracket. It is thoroughly shielded and has an unusually rugged, mechanical construction in appearance.

UNIVERSAL FILM STUDIOS, near Hollywood, is building a radio studio to provide facilities for talent to broadcast direct from the lot.

KGIR
BUTTE · MONTANA

Raymond Paige Resigns From Don Lee Position

RAYMOND PAIGE, music director of KHJ, Los Angeles, and the Don Lee-California chain the past five years, resigned March 20. Thomas S. Lee, son of the late Don Lee and head of the Don Lee Broadcasting System, in accepting the tendered resignation said:

"We regret the resignation of Mr. Paige as musical director of the Don Lee network, which resignation he found necessary in his judgment because of his new undertaking with the CBS *Hollywood Hotel* program. The Don Lee System has the highest respect and regard for Mr. Paige and wishes him high success in all ventures he undertakes." No successor had been announced to the music post at the time BROADCASTING went to press.

New RCA Transmitter

RCA MFG. Co. Inc., RCA Victor Division, Camden, N. J., has announced a new high-fidelity broadcast transmitter for low-power stations of ultra-modern design for which it claims a variation of less than 2 db. over the 30-10,000 cycle range. It is designed for 100 to 250 watt operation. Quality and reliability are said to compare with the RCA de luxe transmitters, in which this new transmitter is used as the exciter unit.

SOCONY-VACUUM OIL Co., New York, starting a new CBS series on 12 stations with a revised program, will introduce a new line of Mobiloil products.

Palmolive Contest

A TRIP-TO-EUROPE contest has been started by Colgate-Palmolive-Peet Co., Jersey City, for Palmolive soap, 20 round trips on the *Normandie* to be offered for winners who tell "why I use and prefer Palmolive soap". The contest will close June 15 and winners will be announced July 2. Optional cash awards of $1,000 are offered and dealers mentioned by winners will receive $500. Entrants must include a dealer's name in submitting three wrappers, or copies, from the soap. The company, with Benton & Bowles Inc., New York, as agent, is using its various radio programs along with other media to promote the contest.

WJAY
610 Kilocycles
You want
RESULTS
COVERAGE
You can count on
WJAY - Cleveland
for both!

JOE SARTORY

ASK YOUR:	*THEY'LL SAY:*
CLIENTS	ENTERTAINING!
DISTRIBUTORS	NEWSY!
DEALERS	A NATURAL!
CONSUMERS	SWELL!

Traversing the Realm of Sport With Sport Kings (and Queens) in Person
"Around the Cracker Barrel"
7:30 to 7:45 P. M.

AVAILABLE UP TO SEVEN NIGHTS WEEKLY —ACROSS THE BOARD. FULL DETAILS, COST, ETC., BY WRITING.

National Representative: —
PAUL H. RAYMER CO.
NEW YORK - CHICAGO
SAN FRANCISCO

PITTSBURGH, PA.
Basic Red Network

Broadcast Auditions Now— Tues. Thurs. Sat.

"A Great Storehouse of Information"

CAMPBELL-EWALD COMPANY · *Advertising* ·

GENERAL MOTORS BUILDING — DETROIT, MICHIGAN

March 15, 1935

Mr. Martin Codel,
BROADCASTING,
Suite 870,
National Press Building,
Washington, D. C.

Dear Mr. Codel:

I want to congratulate you on your 1935 Year Book. I received my personal copy and find that it is a great storehouse of information valuable to anyone in the radio business. Thank you very much for sending it to me.

Yours very truly,

CAMPBELL-EWALD COMPANY

Director - Radio Department

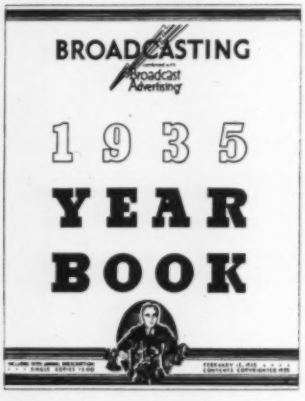
M. A. Hollinshead - m

ADVERTISING WELL DIRECTED

1935 YEAR BOOK AVAILABLE TO ALL SUBSCRIBERS

[Without Extra Cost]

BROADCASTING
Broadcast Advertising



National Press Bldg.,
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEAR BOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEAR BOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions YEAR BOOK INCLUDED.

Canadian and Foreign Subscriptions $4.00 per year

Name _____

Address _____

City _____ *State* _____

Firm Name _____

Your Position _____

FAMILY AMATEURS
WFBL Picks Talent Each Show From Common Names

WFBL, Syracuse, N. Y., has a new idea in amateur shows. The idea, credited to Robert Soule, introduces the family angle into the weekly shows. The first week's program was given entirely by those whose names were Smith, or whose parents or grandparents were Smiths. The second week the Browns had their program. The 14 names with the longest listings in the directory have been chosen for the series.

With 1408 listings for Smiths in the directory, Mr. Soule figured that there should be ten times that number including all of Central New York besides the many who would be related to Smiths. The auditions conducted in this manner have proven of unusually high quality.

A tie-up with the *Journal* publicized the series with news stories and ads daily. The local Loews Theatre also divides the expense with the newspaper and the radio station. Judges are chosen among well-known citizens in all walks of life, including each week a person by the name used in the program. Prizes are furnished by merchants who receive a plug on the program. Eddie Leonard conducts the show, which is produced by Jack Shannon, program director.

CREATION of a state advertising fund for a national campaign to be handled by a State Advertising Commission of three is proposed in a bill before the Utah Legislature.

New York Stations Help Drive for Child Baseball

BROADCASTERS on rival New York stations are cooperating in a novel campaign for the organization of "Twilight Baseball Games" for boys in America's parks. *The Voice of Experience*, who is heard over WABC and a CBS network for Wasey Products Inc., (Kreml, Zemo, etc.), received a letter from a youngster complaining that Park Commissioner Robert Moses was going to plant Central Park baseball diamonds with grass, and leave the city children with nowhere to play. *The Voice* took up the matter with the city authorities, and the plan was dropped.

In cooperation with Robert Jones, who conducts children's club programs over WOR for R. H. Macy & Co., he approached the city's supervisor of recreation, and the plan for a city-wide series of twilight games was worked out. Through the Wasey Co.'s network broadcasts, wide publicity will be given to the idea, in the hope that other cities will adopt the scheme. New York merchants will award prizes to the best teams, and the Wasey Co. is donating silver cups.

Dog Food Campaign

ALASKA LIVESTOCK & PACKING Co., Seattle (White Rover dog food) has started a radio campaign in Pacific Coast cities through Boyd Co. Inc., Los Angeles agency. Transcribed spot programs are used, with production at the Hollywood branch of RCA-Victor Co.

The Most Economical Way to Reach

LOCAL ADVERTISERS AND AGENCIES READILY REALIZE W.G.S.T'S. IMPORTANCE AS A PUBLIC MEDIUM AND ADVERTISING FORCE

The Richest Buying Power in Georgia

CONVINCINGLY proved the best test market in the Southeast, Atlanta also ranks as the best test city of its size in America . . . and the buyers of Georgia are CONCENTRATED in WGST's territory. Investigation and comparison will convince you of WGST for results and economy.

1000 Watts DAY
500 Watts NIGHT

WGST ATLANTA

PAUL H. RAYMER
Representative
NEW YORK
CHICAGO
SAN FRANCISCO

JAMES W. CLARK, Gen. Mgr.

Progress of Radio As News Medium

THE GROWING importance of broadcasting in the distribution of national and international major news events to the American public was depicted by Joseph Pierson, president and general manager of Press Wireless Inc., in his testimony March 18, in defense of low press telegraph rates, before the Telegraph Division of the FCC.

Mr. Pierson cited how his organization, which devotes itself exclusively to the transmission of news, had built up a wide use of its radiotelegraph facilities in news dispatching to broadcasting stations through an arrangement with Transradio Press Service. He told the Commission that Transradio "circulates many thousands of words of news daily to a large number of broadcasting stations over our system" and "not a line of this news, incidentally, ever goes through a printing press."

The big opportunity of press news transmission was in the multi-address or multi-destination service, he continued, which is the method utilized in the filing of news to radio broadcasting stations. Press Wireless, it was pointed out, had a lower level of press rates than the other communications companies. Mr. Pierson stressed that radiotelegraph afforded a better and speedier means of news transmission than the wire systems, because of a lack of high equipment costs.

Herbert J. Moore, president of Transradio Press, another witness, described the growth of his news service to broadcasters during the years his agency has existed. He said his service now handles news for 150 broadcasters and added that his agency had been ahead on many major news events of the last year and as a result broadcasting stations had flashed the news first and accurately.

The multi-destination service of Press Wireless has been of great cost saving to Transradio. Press Wireless operates as a public service agency under its federal licenses which require it to accept press traffic from any newspaper or news organization despite the fact that stock is owned by seven newspapers, the *New York Times, New York Herald-Tribune, Christian Science Monitor, Chicago Tribune, Chicago Daily News, San Francisco Chronicle* and *Los Angeles Times.*

Radio and News

BROADCASTING is the fastest medium of disseminating news and public information and thus is fully entitled to the reduced "press" telegraph rates. This view was expressed by J. C. Willever, first vice president of the Western Union Telegraph Co., and Col. A. H. Griswold, executive vice president of the Postal Telegraph Co., at an FCC hearing March 14 on telegraphic message classifications. Postal Telegraph has long realized the value of broadcasting in the news-distributing field, Col. Griswold emphasized.

Lucky Strike to Return With Hour Show on NBC After Absence of Year

AMERICAN TOBACCO Co., New York, will return to the air April 20 for Lucky Strike cigarettes just a year after the brand was last advertised by radio, through sponsorship of Metropolitan Opera performances. During the intervening time, the sponsor and its agency, Lord & Thomas, New York, have been hearing many suggested programs in an effort to find something that would sustain George Washington Hill's reputation for doing the unusual and unexpected.

It now appears that the coming series, which will be heard on the NBC-WEAF, totaling about 50 stations including Honolulu, will resemble programs broadcast Saturday nights for many months before the Opera sponsorship was undertaken. Lenny Hayton not only will be conductor of the orchestra, but also musical director of the program, which will be built around the 15 most popular songs of the week. It is emphasized that the selection of these 15 will not be made on the basis of any one publication's list, but will be determined by correlating data from several cities on frequency of radio performances, sheet music sales, and phonograph record sales. The program will be 8-9 p. m.

The company currently is broadcasting *Red Trails* on an NBC-WJZ network for Half and Half tobacco in addition to using 15-second music and drama spots on several eastern stations for Herbert Tareyton cigarettes.

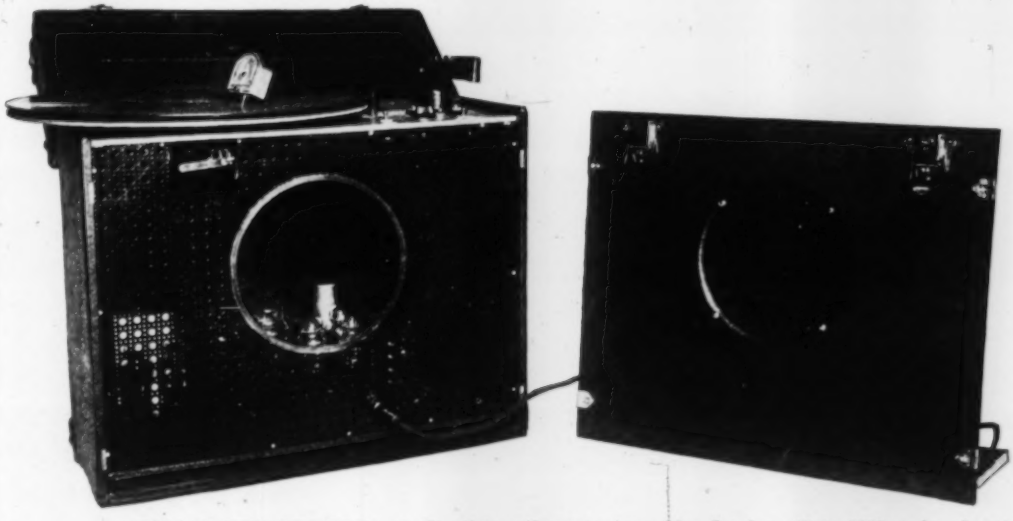
KOY

COMPLETE N.B.C. SERVICE

25,000 WATTS
TULSA, OKLA.

The Most Powerful Station between St. Louis, Dallas and Denver

AT LAST! A HIGH FIDELITY AC-DC PORTABLE DISC REPRODUCER



Especially designed for Broadcast Station Salesmen, Radio Advertisers and Program Builders

Write for complete descriptive circular and prices.

FEATURES { Complete self-contained amplifier flat from 40 to 9000 cycles—3-watt out-put; 16-inch turntable; AC-DC motor—78 and 33-1/3 R.P.M.; space provided for still projector; removable speaker—25-foot cord; simple to operate; easy to carry.

Everything for recording, from a needle to a complete studio installation.

PRESTO RECORDING CORPORATION, 139 West 19th Street, New York, N. Y.

WOKO

BASIC COLUMBIA OUTLET

COVERS

Albany
Troy
Schenectady

Approximately ½ Million Coverage

Radio Clouds on Mexican Horizon

(Continued from page 13)

ers mailing out tickets and handling the correspondence. The daily mail grew to $1000 and $1200.

It was grand for XED. The "Voice of Two Republics" could be heard in all states and orders poured in from all parts of the country. Being blissfully ignorant of any approaching disaster, XED paid scant attention to the fact that the new super-powered job up at Villa Acuna was about to come on the air.

No End of Money

ON OCT. 13, 1931, XER made its official bow as the second of the border stations. It had studios in Villa Acuna and also across the river in Del Rio, Tex. With an antenna power of 75,000 watts and a "clear" channel of 735 kc, "The Sunshine Station Between the Nations" cut a slice in the ether that was effective all the way from Mexico up into Canada—this fact being duly noted and disapproved by the U. S. and Canadian government—and as an indication of the service that XER was to offer to Mexico as a Mexican station, they had installed a directional antenna system to concentrate all of the energy into the U. S. and to keep it out of Mexico. The staff totaled 40 people and consisted of three small hillbilly bands, one Mexican string orchestra, one marimba band, engineers, announcers and office workers.

XER's commercial accounts included the Willard Tablet Co., International Oil Heating Co., Supertone Radio, and Old Equity Insurance Co. Dr. Brinkley had his own medical programs advertising his hospital at Milford, Kan., and nightly the "Sunshine Station Between the Nations" invited the public to send 25 cents, in coin or stamps, for the "Blue Book" or "The Story of Pa and Ma", in which illuminating literature was given the reason just why people went to the Brinkley hospital.

The fortune-telling racket started with Mel Roy to be followed at a later date by Dr. Richards and Koran. Dr. Richards was the most successful at XER, his mail reaching $3000 on peak days when XER later increased power to 200,000 watts. Another profitable program was the piano lessons by one "Major Kord", one dollar for the set of lessons would enable one to play the piano in a remarkably short space of time, and one year over XER netted the "Major" $20,000.

Dr. Brinkley's next step was to rent land lines from the telephone company, and install a studio in his home at Milford, Kan., from which point he would broadcast by remote control over his station in Mexico—his broadcasts varying from the "Story of Pa and Ma" to his campaign for election to the office of governor of the state of Kansas.

W. E. Branch was now busy building a third border station, another giant of 100,000 watts, this time in the town of Piedras Negras—a point between XER and XED—the call being XEPN. It also took over a "clear" channel, 585 kc. As in the case of the other stations studios were to be installed both in Piedras Negras, Mexico, and also across the river in Eagle Pass, Tex., and this time he was to stay there and run it, since it was partly his.

Back at XED things were again looking cloudy. To be sure the lottery was still raking in the dollars, but the U. S. postal people were annoying the Houston theater man, saying that he musn't do it and that they would make it hot for him if he didn't stop it. His attorneys in Washington, however, are said to have told him that he was safe, so the lottery stayed on. Early in the spring of 1932 the U. S. postal authorities began stopping mail addressed to XED, and returning it to the sender, but still the hint wasn't noticed, or at least it wasn't heeded until the climax came in May. Early, very early—4 a. m. to be exact—one morning, as Horwitz was about to embark in his private plane at Hidalgo, Texas, for parts unknown, Department of Justice agents arrested him.

Later that same morning they picked up the American announcer and when the Mexican announcer came across the bridge to answer a bogus phone call, they got him too. The Mexican engineer had the good sense to stay over in Reynosa and not to set foot on U. S. soil. The unfortunate employes were thrown in jail at Brownsville, Tex., until Horwitz bailed them out; XED meanwhile remaining off the air. The case came up, and all but Horwitz received a suspended sentence; he received a $5,000 fine and a sentence of a year in Leavenworth for his bright idea.

He appealed, and a petition was started in Houston, Tex., where he had been very active in relief work, and signed by thousands of citizens, but all of no avail. The affair dragged out till at last the gates of the federal prison closed behind the man who had merely put his bright idea into practice. It was reported that the lottery had brought in over $300,000, but the legal fight must have swallowed most of that, and it is doubtful if the overall result was on the positive side.

All Quiet at Reynosa

SINCE XED owed the State of Tamaulipas a considerable sum for unpaid taxes, the State slapped an embargo on everything in the building other than the actual technical equipment. The grand pianos and three-manual pipe organ that Horwitz had moved from one of his Houston picture houses, office furniture, safes, files, adding machines and typewriters, were all inventoried and locked up in the big studio, the 15 Mexican stenographers, and the remainder of the personnel not in jail were paid off. The Mexican engineer returned to Mexico City, a solitary watchman was placed in command, and "The Voice of Two Republics"—wedged in between Sam's Place and the Aztec Club—was stilled.

Along the border to the West, XER was going strong, XEPN was on with about 60,000 watts in the antenna and the usual medical,

Southern California "SPOTS"

AT LOCAL RATES

... no foreign rates, no transcription surcharge...

no penalties for spot broadcasting in the Southern California market... if you use KFWB in Los Angeles. In fact, among the four major Los Angeles stations KFWB offers "spot" rates from 50 to 60% lower and a record of results that is "spotless!" It's a "top" station in a "top" market. Regarding available "spot" time write to...

KFWB LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios, Hollywood, Calif.
Free & Sleininger, Inc., Exclusive Representatives

mining stock and fortune telling programs. A couple of low-powered stations were going up across the border from somewhere in California, and the towers of a new 150,000-watter were already up in Nuevo Laredo, across from Laredo, Tex., between XED and XEPN. The call was to be XENT and the owner was Norman Baker, who owned a cancer hospital in Iowa, and whose broadcasting license in that state had been cancelled. He had built his home across in Mexico off the Nuevo Laredo highway, bought a high-power Deisel plant to generate the power for his station, have studios in Mexico only, and would be independent of Uncle Sam. Construction permits had been issued from Mexico City for erection of a new monster of 500,000 watts power to go up in Matamoros across from Brownsville, Texas, and it seemed that there would soon be standing room only on the border. Poor XED had started the idea and had been a fairly high power station, but now she was being made to look like a portable unit.

In the fall of 1932 another effort was made to get XED on a paying basis. The call was changed from XED to XEAW, the slogan from "The Voice of Two Republics" to "La Voz a Servico International—The Voice of International Service". The frequency was shifted from 965 to 960 kc., the idea being to live down any unfavorable publicity that the station may have earned during the lottery days. Of course the percentage and fortune telling programs were there and a cancer doctor came down from Houston to start up a practice a la Brinkley, but when one or two patients started to arrive he got cold feet, quit the idea and returned to Houston, only to pick it up again later on by having continuity read by the station announcer while he remained in Houston. Such programs were inevitable. The border stations cannot hope to compete with U. S. stations in the field of legitimate advertising, and in the case of XED-XEAW she didn't have the super-power to offer her sponsors that the others did. It was a hand-to-mouth existence at best. The "Psychology" program was the mainstay, and it depended largely upon the daily dollar returns whether the staff was paid on time.

Stuck in the Mud

LATER in the summer of 1933, XER increased its power to around 200,000 watts. This made a total of 280,000 watts of broadcast power being pumped nightly into the United States from across the border, an additional 150,000 watts nearing completion at XENT, and the 500,000-watter yet to be started at Matamoros.

At this point the 1933 Radio Conference was held in Mexico City with representatives from the U. S. and Canada in attendance. The border was worried for they knew that, as far as the U. S. and Canada were concerned, it was aimed at them. They all obtained extra legal representation in Mexico City. Brinkley had 16 men looking after the interests of XER, included among them the former Vice President of the United States, Charles Curtis, the owners of XEAW started out for Mexico City themselves, but got stuck in the mud and marooned at a ranch less than 100 miles from Reynosa and missed the whole affair.

It seemed that the border station representatives had done their work well for the conference washed up in about 10 days, and the delegates went back home. Brinkley phoned XEAW and said they could thank him for the victory and that he had spent a pile of money on the job.

But it turned out that it wasn't quite the victory that they had hoped, for in the fall of that year orders were received from Mexico City banning all medical talks on the air unless by special permission of the Mexican department of health, all percentage and fortune-telling programs, forbidding Mexican broadcasting stations to maintain studios in the U. S. and, finally, insisting that all programs be broadcast first in Spanish.

A Bit of Spanish

THIS was a blow! The backbone of the border stations consisted of the prohibited programs, and as for reading all continuity first in Spanish that meant just about doubling the time on the air for a given amount of program time. They compromised. XEAW dropped the medical talks and closed the Texas studio, but kept on the fortune-telling program. XER kept on both medical and fortune-telling programs and also continued broadcasting from its Del Rio studio, but it did cut out the Kansas pickup. XEPN carried on much as usual and they all got around the Spanish problem by making a very brief summary of the program in Spanish, and then broadcasting it in full in English.

XENT at Nuevo Laredo had just come on the air, their fortune-telling program being conducted by one

(*Continued on page 46*)

Spring
. . . and the
CAVALIER!
• Balmy weather and things to do make Spring the ideal vacation time here.
• Golf on two famous courses adjacent to the Hotel. Excellent stables and miles of rambling bridle paths. Indoor salt water pool. Trap shooting. Real "Old Virginia" cooking.
• Easily accessible by motor, train or boat. Booklet upon request.
N. Y. Booking Office
500 Fifth Avenue
Lackawanna 4-7111
Sidney Banks, Mng. Dir.
THE CAVALIER HOTEL
VIRGINIA BEACH
VIRGINIA

EVERYWHERE!

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA, Dallas-Fort Worth

Sterling Casualty Insurance Co., Chicago (Penny-A-Day insurance), 6 weekly *sa*, thru First United Broadcasters, Chicago.
Bokay Talcum Co., New York (cosmetics), 3 weekly *sp*, thru Small, Kleppner & Seiffer Inc., N. Y.
I. T. S. Co., Elyria, N. Y. (rubber heels), 2 weekly *sa*, thru Carr Liggett Inc., Cleveland.
McConnon & Co., Winona, Minn. (remedies), 3 weekly *sa*, thru McCord Co., Minneapolis.
Gardner Nursery Co., Osage, Ia. (plants), weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Armand Co., Des Moines (cosmetics), 7 weekly *t*, *sp*, thru Heath-Seehof Inc., Chicago.
Hoover Liniment Co., Carlisle, Ind. (Dr. Cox's liniment), 5 weekly *sa*, thru Wade Adv. Co., Chicago.
Time Inc., New York (newsreel), 4 weekly *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
California Perfume Co., Suffern, N. Y. (cosmetics), 2 weekly *t*, thru Luckey Bowman Inc., N. Y.
Willard Tablet Co., Chicago (remedies), 2 weekly *t*, thru First United Broadcasters, Chicago.
Walker Remedy Co., Waterloo, Ia., 6 weekly *ta*, thru Weston Barnett Inc., Waterloo.
Wind Motor Electric Co., Ridgeway, Mont. (motors), 3 weekly *sa*, direct.
Chattanooga Medicine Co., Chattanooga (remedies), 6 weekly *sa*, thru Nelson Chesman Co., Chattanooga.
Dr. Pepper Co., Dallas (beverage syrup), weekly *sp*, thru Tracy-Locke-Dawson Inc., Dallas.
Quaker Oats Co., Chicago (cereal), 5 weekly *sp*, thru Lord & Thomas, Chicago.

KFI, Los Angeles

Chrysler Sales Corp., Detroit (Plymouth autos), 13 *sa*, thru J. Stirling Getchell Inc., Detroit.
Crowell Publishing Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer-Cornell Co. Inc., N. Y.
American Home Products Co., New York (Anacin), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.
Federal Enameling & Stamping Co., Pittsburgh (enamelware), 4 *t*, thru Albert P. Hill Co. Inc., Pittsburgh.
Kolynos Co. Inc., New Haven, Conn. (toothpaste), 5 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.
Carter Medicine Co., New York (pills), 18 *ta*, thru H. H. Good Advertising Co., N. Y.
E. Fougera & Co. Inc., New York (Vapex), 2 weekly *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.

WMAQ, Chicago

Fish & Sea Food Institute of the U. S., Chicago Office, 20 *sa*, thru Sellers Service Inc., Chicago.
Bunte Brothers, Chicago (candy bars), 365 *sa*, thru Fred A. Robbins Inc., Chicago.
D. Hill Nursery Co., Dundee, Ill. (seeds), 7 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Time, Inc., New York (newsreel), 6 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WWJ, Detroit

Chrysler Sales Corp., Detroit (Chrysler autos), 10 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene shampoo), weekly *sp*, thru H. W. Kastor & Sons Adv. Co. Inc.
Graham-Paige Motors Corp., Detroit (autos), 6 weekly *sa*, thru United States Advertising Corp., Toledo.
General Baking Co., New York (Bond bread), 5 weekly *t*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Westinghouse Electric & Mfg. Co., Mansfield, O. (refrigerators), 6 weekly *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Fancier Foods Inc., Chicago (Prest-O-Meat), 6 weekly *sa*, thru Stack-Goble Adv. Agency, Chicago.
Buick Motor Co., Flint, Mich. (autos), 6 weekly *sa*, thru Campbell-Ewald Co., Detroit.
Washington State Apple Bureau, Seattle, 6 weekly *sa*, thru Izzard Co., Seattle.
Mazer Cressman Cigar Co., Detroit (Cremo, Dime Bank cigars), 6 weekly *sa*, thru Harold Aarons Inc., Detroit.

WOR, Newark

Larus & Bro. Co., Richmond, Va. (Edgeworth tobacco), weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Mennen Co., Newark (shaving cream, etc.), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.
New York Herald-Tribune, New York, 1 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Binney & Smith Co., New York (Crayola, paints), 3 weekly *sp*, thru McLain Organization Inc., Philadelphia.
General Mills Inc., Minneapolis (Cal-Aspirin), 5 weekly *sp*, thru McCord Co., Minneapolis.

WENR, Chicago

Chicago & North Western Railway, Chicago (vacation tours), 10 *sp*, thru Caples Co., Chicago.
Electrolux Co., New York (refrigerators), 91 *sa*, thru Batten, Barton, Durstine and Osborn Inc., N. Y.
Ruud Mfg. Co., Pittsburgh (water heaters), 56 *sa*, thru Ketchum, MacLeod & Grove Inc., Pittsburgh.

WGN, Chicago

Self-Locking Carton Co., Chicago (egg cartons), 39 *sp*, thru Needham, Louis & Brorby Inc., Chicago.
Sterling Products Co., New York (Bayer Aspirin), 5 *sp*, weekly, thru Blackett - Sample - Hummert Inc., N. Y.
Kellogg Co., Battle Creek, Mich. (corn flakes), 260 *sp*, thru N. W. Ayer & Son Inc., N. Y.
Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline), 39 *sp*, thru Lambert and Feasley Inc., N. Y.
Bell Bakeries Inc., Chicago (bread), 312 *sp*, thru D. T. Campbell Inc., Chicago.
W. F. McLaughlin & Co., Chicago (Manor House coffee), 52 *sp*, thru Cramer-Krasselt Co., Milwaukee.
Ruud Manufacturing Co., Pittsburgh (water heaters), 12 *sa*, thru Ketchum, MacLeod & Grove Inc., Pittsburgh.

KOL, Seattle

Central Shoe Co., St. Louis (Robin Hood shoes), 26 *t*, thru Jimm Daugherty Inc., St. Louis.
Pioneer Maple Products Co., Minneapolis (Bucket syrup), 6 weekly *t*, thru McCord Co., Minneapolis.
Ironized Yeast Co., Atlanta (proprietary), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Fruit Industries Ltd., New York (Guasti wine), 5 weekly *ta*, thru Fletcher & Ellis Inc., N. Y.
Nourishine Mfg. Co., Los Angeles (hair tonic), 52 *t*, thru Hughes-Morton Adv. Agency, Los Angeles.
Pennzoil Co., Los Angeles (petroleum products), 6 weekly *ta*, thru Mayers Co. Inc., Los Angeles.

WCKY, Cincinnati

Wheeling Corrugating Co., Wheeling, W. Va. (Cop-R-Loy fence), 26 *sa*, thru A. T. Sears & Son Inc., Chicago.
Fred Fear & Co., Brooklyn (Chick Chick egg coloring), 4 *sa*, thru Norman Craig, N. Y.
Time Inc., New York (newsreel), 6 *ta*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

KNX, Los Angeles

Northrup, King & Co., Minneapolis (seeds), 6 weekly *sa*, thru Olmstead-Hewitt Inc., Minneapolis.

KGO, San Francisco

Emerson Drug Co., Baltimore, Md. (Bromo Seltzer), 2 daily *sa*, thru J. M. Mathes Inc., N. Y.
Richfield Oil Co., Los Angeles, 2 weekly *t*, thru H. C. Bernsten Adv. Agency, Los Angeles.
Cubbison Cracker Co., Los Angeles (crackers), weekly *sp*, thru Roy Campbell Co., Los Angeles.
General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, Western Adv. Agency, San Francisco.
Calodine Distributors, San Francisco (mineral water), 6 weekly *sp*, thru Marc Bowman Agency, San Francisco.
Nourishine Sales Co., Los Angeles (hair tonic), weekly *sp*, thru Hughes & Morton, Los Angeles.

WMCA, New York

Dogglow Products Co., New York (dog cleansing powder), weekly *sp*, thru Loewy Adv. Agency, N. Y.
Duffy-Mott Co. Inc., New York (citrus products), 3 weekly *sp*, thru Grady & Wagner, N. Y.
Graham-Paige Motors Corp., Detroit (autos), 7 weekly *sa*, thru United States Adv. Corp., N. Y.
William P. Goldman & Bros., New York (clothing), weekly *sp*, thru Bess & Schillin Inc., N. Y.

WBAL, Baltimore

Globe Brewery, Baltimore (Arrow Special beer), 78 *sa*, thru Joseph Katz Co., Baltimore.
Bernard Perfumers, St. Louis (cosmetics), 6 weekly *sp*, direct.
Fred Fear & Co., Brooklyn (Chick Chick egg dye), 4 weekly *sa*, direct.
Crazy Water Hotel Co., Mineral Wells, Tex. (mineral salts), 6 weekly *sp*, thru Abernathy Adv. Agency, Washington.

WHAM, Rochester, N. Y.

Numismatic Co., Fort Worth (rare coins), 6 weekly *ta*, thru Guenther-Bradford & Co., Chicago.
Sterling Drug Co., Des Moines (toothpaste), weekly *sp*, thru Heath-Seehof Inc., Chicago.
Pathfinder Magazine, Washington, D. C., 3 *sp*, thru First United Broadcasters, Chicago.

WKRC, Cincinnati

Rival Packing Co., Chicago (dog food), 13 *t*, thru Chas. Silver & Co., Chicago.
Seminole Paper Co., Chicago (toilet tissue), 3 weekly *sp*, thru Paris & Peart, N. Y.
Crazy Water Co., Ashland, O. (mineral crystals), 624 *sp*, direct.

STUDIO MURALS—These 7-foot photomontage decorations are part of the group that line the corridors of the new studio quarters of WSM, Nashville, occupying the entire top floor of a new wing of the National Life & Accident Insurance Bldg., built specially to accommodate the expanding needs of the station. The station now boasts a staff of 225 artists and one studio that seats 500 spectators. In the right photo is Harry Stone, manager, under letter "t" in portion of the word "entertainment".

WMEX, Boston

Old Dutch Coffee Co., New York, *sp* in Italian, direct.

Dominion Distillers, Jersey City (Kaveh, coffee cordial), *sp* in Italian, thru Ralph Rossiter Inc., N. Y.

Floret Products Co., New York (Italina laxative salts), *sp* in Italian, direct.

Prince Macaroni Co., Boston, *sp* in Italian, thru Badger & Browning Inc., Boston.

KWK, St. Louis

E. I. Du Pont de Nemours & Co., Wilmington, Del. (Duco paint), 6 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Seminole Paper Co., Chicago (tissue), *sa*, thru Paris & Peart, N. Y.

AC Spark Plug Co., Flint, Mich., 52 *sa*, thru D. P. Brother & Associates, Detroit.

WIP, Philadelphia

Henry Tetlow Co., Philadelphia (Blue Moon cosmetics), 3 weekly *sa*, thru George Moll Advertising, Philadelphia.

Oakland Chemical Co., New York (Dioxogen cream), 3 weekly *sa*, thru Small, Kleppner & Seiffer Inc., N. Y.

KDKA, Pittsburgh

American Home Products Corp., New York (Anacin), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

Fels & Co., Philadelphia (Fels Naptha soap), 2 weekly *sp*, thru Young & Rubicam Inc., N. Y.

WCAU, Philadelphia

Household Finance Corp. of New York, Chicago (loans), 2 weekly *sp*, thru Charles Daniel Frey Co., Chicago.

Stevens Receives Award

CARLYLE STEVENS, CBS announcer, received a check and engraved stop watch March 17 after the *Ye Olde Tea Shoppe* program for winning the first "BBDO Award for Good Announcing". "The winner has all the qualities which we believe make a good announcer," said Roy S. Durstine, vice president and general manager of Batten, Barton, Durstine & Osborn Inc., New York, in making the award. "He has definitely not been a member of the stilted school of broadcasting that has come to be resented alike by the public and the sponsors of programs."

Ready-Cut Homes Drive

PACIFIC READY-CUT HOMES Inc. (Pacific System Homes), Los Angeles, makers of ready-built homes, newcomer to radio, has launched a test campaign on KNX, Hollywood, through the Campbell-Kellogg Co., Los Angeles. The campaign takes the form of five-minute Freeman Lang transcriptions. Other stations will be added if the test is successful.

WAITT & BOND Co., Newark (Blackstone Yankee cigars) is using one-minute spot announcements six evenings weekly for 52 weeks on WCSH, Portland, Me.; WDRC, Hartford; WGY, Schenectady, and WWJ, Detroit. Account is handled by Batten, Barton, Durstine & Osborn, Inc., New York.

JELL-WELL DESSERT Co., Los Angeles (molten dessert), through the Mayers Co., Los Angeles agency, is conducting a Pacific Coast radio campaign over KFI, KFSD, KPO, KGW, KOMO and KHQ.

TRANSCRIPTIONS

CONQUEST ALLIANCE Co. Inc., New York, announces sale of the following transcriptions: 100 *Belle & Martha* discs to 3DB, Australia, and KFEL, Denver; 50 *You Be the Judge* to 3DB; 13 Hawaiian music records to 3DB and KFEL; 13 *Kay Kayser* records to WAAT, Jersey City, and WFAS, White Plains, N. Y. Daily spots for Bost Tooth Paste, New York, on KGMB, Honolulu, thru Erwin Wasey & Co. Inc., N. Y. and renewal of *Musical Legends of Lentheric* for Lentheric Inc., N. Y. (perfume) on WKAQ, San Juan, Puerto Rico, also are announced.

COMPLETE merchandising plans have been announced by WBS for *Bridge Club on the Air*, featuring the "Four Aces" of contract bridge. Included are a sales campaign for the station in selling to sponsors; merchandising and exploitation campaign for the sponsor; copy for sales promotion, and a mail response stimulant.

A NEW SERIES of aviation transcription programs, *Flying Time*, produced by National Broadcasting Inc., includes a promotional program based on the influence exerted by children in getting parents to buy advertised brands.

JOSEPH PERRY, Pacific coast manager for Decca Records, in March moved headquarters from San Francisco to the Los Angeles office.

THIRTEEN one-minute WBS transcription announcements have been spotted by Pennick & Ford Ltd., New York (My-T-Fine dessert) on the following stations: WBZ, Boston; WTAG, Worcester; WJAR, Providence; WDRC, Hartford, and WICC, Bridgeport. Account was placed by Batten, Barton, Durstine & Osborn.

A TEST of 26 five-minute beauty talks on WBS transcriptions has been started on WEEI, Boston, and CKLW, Detroit-Windsor, by R. H. Laird & Co., New York (Rose Laird cosmetics), featuring beauty talks and placed direct.

HOLLYWOOD RECORDING STUDIOS, 4803 Hollywood Blvd., Hollywood, in the business of air checks and instantaneous recording for the last year, announced in March it would hereafter also record on wax with the Hollywood studios of the RCA-Victor Co. The group is managed by H. Dixon McCoy with Lilias Duane as program director. The initial production series, as announced, includes *Lone Star Rangers, Henderssons of Clay Hill, Camelan Mystery* and *Famous Tragedies*.

CELLUTONE RECORD MFG. Co., 1135 W. 42d St., Los Angeles, has started to produce instantaneous discs for recording purposes with Sam W. Hawver as contact man with stations and transcription firms.

KASPER-GORDON STUDIOS Inc., Boston, have been appointed exclusive New England representatives for the handling of transcriptions produced by Standard Radio Advertising, Hollywood, which include *Honor the Law* series for the gasoline industry; *Armchair Radio Romances* for furniture dealers, and *Belle and Martha* for the baking industry. Kasper-Gordon reports signing WAAB and WNAC, Boston; WEAN, Providence; WICC, Bridgeport, and WDRC, Hartford, for the new Standard service.

A FOLDER containing full descriptions and a catalogue of NBC recorded programs, including terms and details as to the recording of custom-built, agency-produced, network and its own transcriptions, has just been issued by the NBC Transcription Dept., 30 Rockefeller Plaza, New York. It is available upon request.

B. KUPPENHEIMER & Co., (men's clothes) has transcribed a series of 13 one-minute WBS announcements, which have been placed on the following stations: WIAC, WATR, KIEM, WBCN, KTUL, WDAG, KGKO, WKRC, WBOW, KGBX, WMBG, KXRO and KDYL.

RADIO RELEASE Ltd., Hollywood, has named Walter Biddick Co., Los Angeles, as Pacific Coast representative for stock transcription programs.

NATIONAL STARCASTS Inc., Hollywood transcription producers, discontinued business in March. Famous Features, program producers, also have gone out of business and the stock of discs was taken over by Recordings Inc., doing its technical work.

RCA-VICTOR Co., Hollywood studios, has recorded *The Adventures of Sonny & Buddy*, sponsored for a year over KFSD, San Diego, by Cramer Bakery. The 65 15-minute episodes are being placed for local sponsorship by Norman W. Tolle & Associates, San Diego.

NOURISHINE SALES Co., Los Angeles (hair oil, etc.), used a series of 5-minute RCA-Victor transcriptions in March on West Coast stations in a 60-day campaign through Hughes-Morton Adv. Agency, Los Angeles.

WESTERN WHOLESALE DRUG Co., Los Angeles (Currier's tablets) in March recorded a series of 1-minute RCA-Victor transcription announcements for Pacific Coast stations through Logan & Stebbins, Los Angeles.

JOHNSTON CANDY Co., Milwaukee, is using WBS World Library programs three times weekly for 13 weeks on the following stations, placed through N. W. Ayer & Son, Chicago: WKBF, KMBC, KWK, WHK, KOIL, KOIN, WCAU and WCAE.

PRICE FLAVORING EXTRACT Co., Chicago, has taken 27 five-minute World Program Service programs on KRLD, Dallas, through N. W. Ayer & Son, Chicago.

ADVERTISERS
ADVERTISING AGENCIES
BROADCASTERS

YOUR radio audience depends solely upon their local newspapers for radio program information. Do you know if the stations over which your programs are broadcast have their programs listed in the local press?

TO supply this vital information the "Radio Program Distribution Surveys" have been assembled, classified, summarized and fully presented. Six hundred newspapers from 330 cities are compiled in this analysis. The total daily circulation of these newspapers is 30,000,000.

A new edition is now ready, revised, edited and brought up to date. This service is NOT compiled from questionnaires,- all papers are examined personally.

DIRECTORS of Publicity will find this service invaluable in curtailing waste coverage. Space buyers and radio time buyers will find much of merit in this analysis. Some agencies use this analysis to purchase radio time.

THE "Radio Program Distribution Surveys" have been used by all large advertising agencies, advertisers and broadcasters for the past three years.

SPACE prevents a complete listing of the many features of this service, for complete information address

HOWARD J. LONDON
THE SHELTON • NEW YORK, N. Y.

MISSISSIPPI'S BASIC CROP PRODUCTION VALUE (FOR 1934) $185,000,000

DEPARTMENT OF AGRICULTURE AND COMMERCE, STATE OF MISSISSIPPI

★

Official records show Mississippi one of the "brightest spots" for advertisers in search of profitable markets.

★

Greatly increased value of cotton, basic crops and industrial earnings have added many millions to the incomes in this fortunate territory.

★

In the WJDX good service area lies the major portion of this additional buying power—70% of Mississippi's purchasing power.

★

Fortunately for advertisers, this is an economical market to cover ... One Medium, Radio Station WJDX, Does the Job Alone.

WJDX
The LAMAR LIFE STATION
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

WE BUY WATTS

FROM
THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON. IF YOU WANT TO BUY POWER CONSULT YOUR LOCAL POWER COMPANY . . .

• • • • •

WE SELL

LISTENER COVERAGE

OUR FAN MAIL FOR LAST WEEK REPRESENTED AN AUDIENCE IN 105 MASSACHUSETTS CITIES AND TOWNS . . . . . .

• • • • •

THE NORTHERN CORPORATION
Owners and Operators of

WMEX

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

NETWORK ACCOUNTS

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds) on April 17 starts *House of Glass*, dramatic, on 55 NBC-WJZ stations, Wednesdays, 8:30-9 p. m. with repeat at 11:30. Agency: Benton & Bowles Inc., N. Y.

LEAGUE OF NATIONS ASS'N, New York, on March 24 started *Clark M. Eichelberger*, lecturer, on 2 Mutual stations (WOR, WXYZ), Sundays, 8-8:15 p. m.

STERLING PRODUCTS Inc., Wheeling (Bayer's Aspirin) on April 2 renews *Lavender & Old Lace* on 22 CBS stations, Tuesdays 8-8:30 p. m.; (Phillips Dental Magnesia) *Melodiana* on 25 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

CAMPANA SALES Co., Batavia, Ill. (Dreskin) on March 24 renewed *Grand Hotel* on 27 NBC-WJZ stations, Sundays, 6:30-7 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

WASEY PRODUCTS Inc., New York (Primrose House Cosmetics, Dr. Edward's Olive Tablets) on March 24 renewed *The Lamplighter* on 3 Mutual stations, Sundays, 2-2:30 p. m. Agency: Erwin Wasey & Co. Inc., N. Y.

WASEY PRODUCTS Inc., New York (Barbasol) on March 24 renewed *Singin' Sam* on 3 Mutual stations, Fridays, 9:45-10 p. m. Agency: Erwin Wasey & Co. Inc., N. Y.

KLEENEX Co., Chicago (Kleenex tissue and Quest deodorant) on April 2 starts *Mary Martin* dramatic sketch on 27 CBS stations, Mondays thru Fridays, 11:15-11:30 a. m. (repeat at 11:45 a. m. until June 3). Agency: Lord & Thomas, Chicago.

ACME WHITE LEAD & COLOR WORKS, Detroit (Lin-X) on March 14 started *Smiling Ed McConnell* on 39 CBS stations, keyed from WKRC, Cincinnati, Thursdays, 1:45-2 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

STANDARD BRANDS INC., New York (Tender Leaf Tea, Royal desserts) on March 31 started *One Man's Family* on NBC-KPO network, Sundays, 12:30-1 a. m. (PST). Agency: J. Walter Thompson Co., New York.

CRAZY WATER HOTEL Co., Mineral Wells, Tex. (mineral crystals) on March 13 started *Jack Savage and His Hillbillies* on WEAF-WGY, Tuesdays thru Saturdays, 4:30-5 p. m. Agency: Luckey Bowman Inc., N. Y.

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline), on March 22 started *Strange as It May Seem* on 11 Don Lee-CBS stations, thrice weekly, 7:45-8 p. m. Agency: Raymond R. Morgan Co. Inc., Hollywood.

HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk) on April 1 renews *Lum and Abner* over Mutual Network, daily except Saturday and Sunday, 7:15 to 7:30 p. m. Agency: Lord & Thomas, Chicago.

A. CARLISE & Co., San Francisco (stationery supplies) on March 17 started *Blue Moonlight* with Paul Carson, organist, and Alvino Rey, guitarist, on NBC-KPO network, Sundays, 4-4:15 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.

GOLDEN STATE Co., Inc., San Francisco (dairy products) on March 25 renewed *Golden State Menu Flashes* with Joan Andrews, home economic expert, on NBC-KPO network, Mondays, Fridays, 10-10:15 a. m. (PST). Agency: N. W. Ayer & Son Inc., San Francisco.

KAY JEWELRY Co., Oakland, Cal. (jewelry) on March 20 started *The Kay Troubadour* with Tom Mitchell, tenor, on NBC-KPO-KFI network, Wednesdays, 5:45-6 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on April 20 starts Lenny Hayton in *The Hit Parade* on 64 NBC-WEAF stations, Saturdays, 8-9 p. m. Agency: Lord & Thomas, N. Y.

GOVERNMENT OF MEXICO on March 21 started musical and travelogue program on 14 NBC-WJZ stations, Thursdays, 9:30-9:45 p. m. Agency: De Garmo-Kilborn Corp., N. Y.

HYRAL DISTRIBUTING Co., Fort Worth (dentrifrice) on March 16 started Monro Manning, philosopher, thrice weekly on 4 SBS stations. Agency: Luckey-Bowman Inc., N. Y.

NACOR MEDICINE Co., Indianapolis (proprietary) on March 22 started in *Southwest Barn Dance* on 7 SBS stations, Fridays, 10:30-10:45 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

STERLING CASUALTY INSURANCE Co., Chicago (Penny-a-Day insurance) on March 22 started in *Southwest Barn Dance* on 7 SBS stations, Fridays, 10:45-11 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

EMERSON DRUG Co., Baltimore (Bromo Seltzer) on April 8 starts *Pathe News of the Air* on 4 Mutual stations, Tuesdays, Thursdays, 7-7:15 p. m. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS Corp., New York, on April 29 starts *Tony & Gus* on coast-to-coast NBC-WJZ network, Mondays thru Fridays, 7:15-7:30 p. m. Agency: Benton & Bowles Inc., N. Y.

LYONS VAN & STORAGE Co., Los Angeles on April 2 starts *Moving Stories of Life* on Don Lee network. Agency: Charles Mayne Co., Los Angeles.

GUARANTY BUILDING & LOAN DEPOSITORS' INVESTORS' PROTECTIVE ASS'N of Southern California, Los Angeles on March 21 broadcast one-time political talk on Don Lee network. Agency: Mayfield Naylor, Los Angeles.

NBC CHANGES—Crazy Water Hotel Co., Mineral Wells, Tex., concludes *Carefree Carnival* on WJZ network April 8 and moves to Sundays, 2:30-3 p. m. April 28 on 21 WEAF stations; Household Finance Co., Chicago on March 26 changes *Musical Memories* to *Welcome Valley* with Edgar A. Guest and shifts to Tuesdays, 8:30-9 p. m., on 17 WJZ stations; American Tobacco Co., New York (Half-and-Half tobacco) on April 2 shifts *Red Trails* to Tuesdays, 9-9:30 p. m. changing from 17 to 39 WJZ stations, coast-to-coast; John Morrel & Co., Ottumwa, Ia. (Red Heart dog food) on March 31 shifted *Bob Becker* to Sundays, 5:45-6 p. m. on 19 WJZ stations; Forhan Co. Inc., New York on March 18 added 7 KPO stations to *Black Chamber* Mondays, Wednesdays, Fridays, 7:15-7:30 p. m.

U. S. Treasury Gratified As Radio Aids Campaign For Refunding of Bonds

U. S. TREASURY officials obtained a prompt response from the radio audience during the last half of March when radio stations and networks aided the Treasury in informing the public about details of converting the called Fourth Liberty Loan bonds.

Stations and networks were asked by Secretary Henry Morgenthau Jr., to announce the conversion plans and more than 10,000 responses were received within four days. Nearly every station broadcast announcements of the plan.

Secretary Morgenthau obtained the aid of radio by sending this telegram to stations and networks: "The Treasury appreciates your cooperation on other similar occasions and will be grateful if you will broadcast the following announcement at convenient times up to and including Wednesday March 27:

" 'The Secretary of the Treasury has requested an announcement for the benefit of those individuals who hold Fourth Liberty Loan bonds which have been called for payment on April 15. The Treasury is now offering other securities in exchange for these bonds but this offer will terminate at midnight of Wednesday March 27 and after that date holders of these called bonds will be unable to gain the advantages of the exchange. If you hold any Fourth Liberty Loan Bonds you should inspect them carefully. In the upper right hand corner is a serial number. If the last digit of this number is a five or a six or a seven it is one of the called bonds. Your banker can give you the details of the exchange offering. If you wish to exchange your called bonds for other interest-bearing securities you should act promptly.' "

KJR

5,000 WATTS

CLEAR CHANNEL

N. B. C. NETWORK
SEATTLE
WASHINGTON

A dependable station —one that dominates its market and consistently produces.

Since 1922 KJR has been a leader — an example for the others to follow.

Guaranteed time.

Highest power in Washington.

Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

AGENCIES AND REPRESENTATIVES

HAL E. PEARCE, formerly Northwest repersentative for Walter Biddick Co., San Francisco, is now operating as a direct station representative, with offices in the White-Henry-Stuart Bldg., Seattle.

MRS. M. D. CORBETT, formerly head of the M. D. Corbett Adv. Agency, St. Louis, has been named director of the radio department of the Ridgway Co., St. Louis agency.

HABERLIN (Bud) MORIARTY, who handled the Chevrolet radio account in San Francisco for Campbell-Ewald Co., has been transferred to the Detroit office.

MARSHALL HURT, formerly with WJDX, Jackson, Mich., and with advertising firms, has started an agency with offices in the Daniel Bldg., Jackson.

GWYNN FIELDING, space buyer and active in radio accounts of Lord & Thomas, San Francisco, was married recently to Miss Bess Carleton in San Francisco. Lewis H. Yeomans, San Francisco manager of J. Stirling Getchell, Inc., was best man at the ceremony which was performed by Judge George Steiger.

BOB ROBERTS & ASSOCIATES, San Francisco, have been appointed to handle Pacific Coast radio for Crazy Water Co., Mineral Wells, Tex.

CONQUEST ALLIANCE Co. Inc., New York, has been named exclusive U. S. representative for CMW and CMX, Havana, and CPX, La Paz, Bolivia.

HHK, government radio station at Port au Prince, Haiti, has decided to accept advertising, and has appointed Conquest Alliance Co., New York as its U. S. representative.

RADIO LUXEMBURG, the powerful commercial broadcasting station in the Duchy of Luxemburg, has appointed the Conquest Alliance Co., New York, as its official American representative, according to an announcement March 25 by Conquest.

FORD SIBLEY, for the last eight months with Lord & Thomas, San Francisco, has been appointed publicity director for the agency in that city. He is publicizing radio as well as other accounts.

STANLEY PLUMB, former account executive of Lord & Thomas, San Francisco, has become traffic manager for the Yosemite Park and Curry Co., directing sales and advertising.

MAURICE HYDE, for the last year manager of the Retail Advertising Bureau of the *San Francisco News*, has opened his own agency at 26 O'Farrell St., San Francisco, and will handle radio along with other advertising.

ASSOCIATION OF
TWIN CITY NEWSPAPERS
AND RADIO STATIONS

APPLICATION FOR ADVERTISING AGENCY RECOGNITION

Date .....

Gentlemen:

The following information is presented to your Group as a basis for your consideration of this application for agency recognition:

Name of Agency .....

Address .....

Statement of ownership—names of stockholders, or partners if a partnership, and date of establishment .....

Financial References .....

Bank .....

List of active clients (Newspaper or radio billing for past 6 months considered active) .....

List attached ( )

Remarks .....

Very truly yours,

.....

Address to Secretary:
Association of Twin City
Newspapers and Radio Stations
2279 Woodhall Ave., St. Paul, Minn.

Twin City Agency Recognition

ADVERTISING agencies in Minneapolis and St. Paul fill out the above blank in applying for recognition by the Association of Twin City Newspapers and Radio Stations. Questions they must answer are: Name, address, statement of ownership — names of stockholders, or partners if a partnership, and date of establishment; financial references; bank; list of active clients (newspaper or radio billing for past six months considered active); remarks. The Association already has discontinued recognition of ten agencies and officers claim that chiseling agencies have been practically eliminated.

J. THOMAS LYONS, executive vice president of WCAO, Baltimore, announces appointment of Free & Sleininger Inc., as national sales representative effective May 1.

STANLEY SWANBERG, vice president of Botsford, Constantine & Gardner, San Francisco, has been selected as guest lecturer for the University of California extension course in advertising for a second term.

FREDERICK SEID Adv. Agency, San Francisco, has established offices in the First National Bank Bldg., San Jose, with Dick Jorgensen in charge as manager.

SIDNEY GARFINKLE, president of the Sidney Garfinkle Advertising Agency, San Francisco, and Mrs. Garfinkle, are the parents of a girl, Ann Louise, born Feb. 21.

MURREL CRUMP Co., Kansas City, has gone out of business.

Morgan Forms Agency

RAYMOND R. MORGAN Co. Inc. has been formed with its offices at 6362 Hollywood Boulevard, Los Angeles, by Raymond Morgan, former vice president of Earnshaw-Young Inc. and later vice president and radio executive in the Los Angeles office of Bowman, Deute & Cummings Inc. The new group will handle general advertising, but specialize in radio accounts. Felix Mills, of the KHJ musical staff, will be music director; Cyril Ambruster, former casting director for the *Chandu* series, will be drama director; Kathryn Tjerney, late of the M-G-M studios, will head continuity activities and Tuck Edwards, onetime city editor for the *Los Angeles Record*, will be publicity director.

Bacher to Armstrong

WILLIAM A. BACHER has been selected by F. Wallis Armstrong Co., Philadelphia agency, to head the radio department and now is in Hollywood directing the *Hollywood Hotel* series on CBS for Campbell Soup Co., Camden, N. J. With Bacher on the coast is Ward Wheelock, Jr., executive vice-president of the agency. Formerly a free-lance producer, Bacher has been closely identified with Benton & Bowles Inc., New York, being responsible for their presentations of *Maxwell House Showboat, Palmolive Beauty Box Theatre, Lanny Ross's Log Cabin,* and *Maria's Certo Matinee.* He also directed *The O'Flynns* for the Standard Oil Co. of New Jersey.

SCATTER OUR SWEETNESS ON THE DESERT AIR? NIX!

Somehow, it gives us no thrill to feel that we *might* be reaching a curious gent in Havana, a "distance bug" in Seattle . . . It *does* please us to know that we are *really covering* one important market, at approximately half the cost you'd otherwise have to pay . . . 925,717 people in our primary daytime coverage area—420,000 of them practically within sight of our tower . . . N. B. C.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

TELECOMMUNICATIONS REPORTS
Issued Weekly

A specialized Washington News Letter covering the Telephone, Telegraph and Radio Communications Fields and containing a complete and authentic record of the activities of the Federal Communications Commission and Congress.

Write for sample issue and further information.

ROLAND C. DAVIES, Editor
1158 National Press Building Washington, D. C.

Speaking of Markets, consider . . .

WHN
NEW YORK

In the primary marketing area of Station WHN there live

10,524,084

people—a greater market than the *combined* population of these twelve major markets:

Boston	781,188	Cleveland	900,429
Providence	252,981	Cincinnati	451,160
Philadelphia	1,950,000	Detroit	1,568,662
Baltimore	804,874	St. Louis	821,960
Washington	486,869	San Francisco	634,394
Buffalo	573,249	Los Angeles	1,238,048
		Total 12 Markets	10,463,793

WHN, New York, owned and operated by Marcus Loew Booking Agency and Metro-Goldwyn-Mayer, one of the largest entertainment organizations in the world, is today one of the greatest radio stations in the world's richest market. You should investigate NOW.

WHN
LOEW'S STATE THEATRE BLDG., BROADWAY AND 45TH ST.
NEW YORK
1010 K. C. 1000 Watts

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Now! Our Best Season!!

Tourist influx brings big business gains for Asheville and Western North Carolina in spring and summer. Concentrate sales efforts here — over WWNC, sole blanket Radio coverage! *And begin NOW!*

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

RADIO ADVERTISERS

OVAL-ACQUIN Co., St. Louis (proprietary) has placed its account with Kelly-Stuhlman Adv. Co., St. Louis. A campaign including radio has been started in the Midwest.

VESTAL CHEMICAL LABORATORIES Inc., St. Louis (Wax - All floor polish), planning a campaign to include radio, has placed its account with Shaffer - Brennan Adv. Co., St. Louis.

SELF - LOCKING CARTON Co., Chicago, starting a test radio campaign, has placed its account with Needham, Louis & Brorby Inc., Chicago.

VIMAY Inc., Los Angeles, using radio and other media to introduce its Amphoteric face cream, has placed its account with Chet Cran's Inc., Los Angeles.

FERRY - MORSE SEED Co., San Francisco, has appointed Gerth-Knollin Adv. Agency, San Francisco, to handle advertising in nine western states. The 1935 campaign includes a weekly 15-minute feature, *The Garden Guide*, over KFRC, San Francisco, in collaboration with the California Spray-Chemical Corp., Berkeley, Cal. (Long Advertising Service, San Jose) and Pacific Guano & Fertilizer Co., San Fancisco (Tomaschke-Elliott Inc., Oakland). N. W. Ayer & Son Inc., continues to handle the national account for the Ferry-Morse seed Co. Gerth - Knollin agency has added John Logan to its staff. He is assisting in radio as well as other media.

STRONG, CARLISLE & HAMMOND Co., Cleveland (Sib cleaner) has placed its account with Fuller & Smith & Ross Inc., Cleveland.

GEM PRODUCTS SALES Co., Camden, N. J. (Soaps), is advertising through Robert M. Clutch Co., Philadelphia.

ELGIN AMERICAN Co., Elgin, Ill. is advertising direct its Elgin razor through spot broadcasting and other media.

MIRACUL WAX Co., St. Louis, is advertising through Gardner Advertising Co., St. Louis.

SEAGRAM DISTILLERS Corp., New York, has been elected to membership in the ANA.

NUL - EX PRODUCTS MFG. Co., Philadelphia (skin lotion), using radio, has appointed Jerome B. Gray & Co. to handle its account.

F. W. FITCH Co., Des Moines (shampoo) has placed its account with J. Roland Kay Inc., Chicago.

LOUIS K. LIGGETT & Co., New York (stores) is advertising through Street & Finney Inc., New York.

J. A. FOLGER & Co., San Francisco (food) has transferred its account to Raymond R. Morgan Co. Inc., Hollywood.

PAUL SCHULZE BISCUIT Co., Chicago, radio user, has placed its advertising with H. W. Kastor & Sons Adv. Co. Inc., Chicago.

TASTYEAST Inc., Trenton, N. J. (Tastyeast candy, Mt. Rose Gin) has placed its account with Clements Co., Philadelphia.

HAAS, BARUCH & Co., Los Angeles (Iris coffee), using radio, has appointed Charles H. Mayne Co., Los Angeles, to handle its account.

CRACKER JACK Co., Chicago (confection) has placed its account with John R. Dunham Co., Chicago.

BOWEY'S Inc., Chicago (flavors) has placed its account with Russel C. Comer Adv. Co., Chicago.

All-Florida Network

THE FIRST commercial over the newly formed All-Florida Network was piped March 15 over Class D lines connecting WDAE, Tampa; WDBO, Orlando; WMBR, Jacksonville, and WQAM, Miami. Seybold Baking Co., Miami, sponsored the first program, and in addition two sustaining programs were carried. According to Norman McKay, WQAM program director, and Fred Mizer, WQAM commercial manager, who are in charge of originating the All-Florida Network programs from Miami, three more commercials for Friday nights are to be added.

STUDIO NOTES

THE NEW $100,000 studios of WIP, Philadelphia, were officially opened March 16 by Benedict Gimbel Jr., president of WIP. They are located in the Gimbel Bros. store, where the station has broadcast since 1922. The new studios were dedicated by Gov. George H. Earle, of Pennsylvania, and Mayor J. Hampton Moore, of Philadelphia, who dedicated the original station 13 years ago.

WINDOW cards calling attention to the twice-weekly programs of Fels & Co., Philadelphia (Fels Naptha soap) over KNX, Hollywood have been distributed by the station to some 500 Southern California stores. While the cards are directed at consumers, leaflets accompanying them explain the program to grocers so they can pass the information on to customers. Young & Rubicam Inc., New York, handles the Fels account.

A 13 - WEEK contest *Curious Questions* sponsored on KMOX, St. Louis by the David G. Evans Co. (Old Judge coffee) provides prizes ranging from $50 to merchandise. Prizes are tripled if a coupon from a can of the sponsor's coffee accompanies entries. Questions and answers are presented by a cast of five, with a musical background.

A SERIES of 13 Sunday half-hour programs over WCKY, Cincinnati, has been started by Morris Plan Bank of Cincinnati. A bank official gives a three-minute talk in each program, with a male quartet, vocal trio and dramatic episode rounding out the half-hour. Key Adv. Co., Cincinnati, handles the account.

BROADCAST three times weekly over WAAF, Chicago, *A Dog's Life* has an all-canine cast of characters, who depict the adventures of a Scottie and her friends from a dog's point of view. The sketches are written and produced by Dick Morenus.

TACOMA'S "big three" department stores are big radio users and Fisher Co. has just signed for daily studio programs on KVI in addition to time used by several departments of the store. Peoples Store and Rhodes Bros. also are liberal users of time on KVI.

SOME 700 meat dealers assembled in the studios of KMOX, St. Louis, for a beef-cutting demonstration staged by American Packing Co., sponsoring *Views on News*.

A JOURNAL titled *Goose Creek Bugle Inc.* has been incorporated by the *Country Church of Hollywood*, heard on KHJ, Los Angeles, Don Lee Network and KFAC, Los Angeles. Capital stock of $3 is subscribed by William B. Hogg, pastor of the church, Virginia Hogg and William A. Barr.

RELICS in the museum at Mission Village, California, are featured in a new program *Indian Theatre* on KFAC, Los Angeles. The dramas are built around pioneer days on the Santa Fe trail, and Robert Callahan, author of Indian stories, is narrator.

WJIM, Lansing, Mich., has started a nightly *Lost & Found Column* sponsored by the local Frigidaire dealer. Announcements are made free of charge.

FAMOUS criminal trials are being dramatized in the *Wheels of Justice* series on WBNX, New York. Actual transcripts of testimony are presented, with five-minute addresses on crime prevention by leading prosecutors, lawyers and police officials included in the program.

Speaking of Areas . . .

Get These Facts on SBS

Coverage of the Responsive Southwest!

There are 17 cities in the Southwest—Texas, Oklahoma, Arkansas and Louisiana—with a population of more than 40,000 each.

SBS stations are located in 12 of these. (And Port Arthur is completely covered by Beaumont's KFDM, just as Galveston is in the Houston primary area.) That leaves only 3 cities—El Paso, Tulsa and New Orleans—and each is to be found in SBS secondary areas.

Further, there are 68 cities of more than 10,000 population in the Southwest. Of these, 51 are in the SBS primary area (total population 2,307,887), while seventeen (total population 926,232) are in the secondary area.

Finally, the total population of the SBS primary area is 8,542,978 and the secondary area total is 3,633,852. Figure it out yourself—SBS has the *real Southwestern coverage!*

Sell the Southwest with SBS!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

GREIG, BLAIR & SPIGHT, Inc., Representatives
NEW YORK CHICAGO DETROIT
SAN FRANCISCO LOS ANGELES

RADIO'S BIG BUY

The Central Station—**WHO**—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

TO BRING to its audience's attention the fact that its radio advertising copy is carefully investigated before being broadcast, KSD, St. Louis, is having its announcer go on the air at periods not occupied by commercials to explain the methods it employs in handling copy. KSD maintains a censorship committee to pass on products and claims.

A TRIPLE turntable, specially built for playing sound effects records directly into the studio microphone, has been installed by WTMJ, Milwaukee. It was designed by Harry Saevke, production chief, and constructed by the Wirtz Co., Milwaukee.

WGPC, Albany, Ga., has returned to the air after being silent for two weeks. During this period studios were redecorated and new mechanical equipment was installed.

VISIBLE sound and audible light will be demonstrated by General Electric research engineers when they scramble a radio program of WBNX, New York, into light waves and then give the audience, supplied with mirrors, an opportunity of reflecting the light into an instrument which will change it back again to sound waves. This demonstration will be made during the week of April 6-13 as a feature of the Bronx Prosperity and Better Housing Exposition with Governor Lehman, Mayor LaGuardia, Housing Administrator Moffett and other public officials participating.

W9XBY, new Kansas City station in the new 1500-1600 kc band, operating on 1530 kc, has made its *Dot & Dash Club* a daily feature, as a result of widespread interest. The program, formerly once a week, gives lessons in radio code, with Friday as "Examination Night".

IN A BASKETBALL game with announcers of KWK, St. Louis, the KMOX team ended on top of a 31-24 score. The KWK team is coached by Clarence G. Crosby, general manager, a former college athlete.

AMERICAN PACKING Co., St. Louis (Sunrise Brand meats) and sponsors of the daily weekday news broadcast *Views on News* featuring Harry W. Flannery, newspaper writer, on March 18 added a letter-writing contest. A subject of national interest is taken each week, and the five best daily letters of 250 words or less win a carving knife. A grand weekly cash prize is given the best of the 30 weekly winners.

THE SUNDAY morning *Breakfast Club* on KHJ, Los Angeles, with sponsorship by Autobank, loan organization, in March added eight more stations of the Don Lee-CBS Network. While the KHJ broadcast will continue under local sponsorship, the program elsewhere will be on a sustaining basis.

BEGINNING April 1, WSMB, New Orleans, again cooperates with the New Orleans School Board in presenting the annual spelling bee of the public schools. Conducted by Nicholas Bauer, superintendent of schools, the contest will be heard each afternoon, with the outstanding spelling stars competing.

A SERIES of broadcasts from studios on the campus of the University of Notre Dame has been started by WSBT-WFAM, South Bend, Ind. Educational discussions are presented in the form of interviews. Students act as announcers and production men, as well as providing band, orchestra, glee club and choir talent.

A NEW SERIES of *Wednesday Evening Edgeworth Concerts* has been started by Larus & Bros. Co. Inc., Richmond, Va. (Edgeworth tobacco), on WRVA, owned and operated by the tobacco company. Advertising continuity is confined to a short commercial announcement in the middle of the program.

Rodent Interferes

THE silent adventures of a wandering rat deprived listeners of KHJ, Los Angeles, of several minutes of the *Jamboree* program over the Don Lee-CBS network. The roving rodent wandered into the KHJ transmitter and was electrocuted, throwing the transmitter out of commission.

KJBS, San Francisco, which has no orchestra, could make up one from members of its regular production, sales and engineering staff, several of whom have been professional musicians. Here's a fair orchestra: Pianist, salesmanager Carleton Coveny; saxophonists, traffic manager Ronald Smith, and announcer Frank Cope; violinists, production manager Harry Wickersham, announcers Gene Clark and Ted Morde; trumpets, chief engineer Jack Burrell and newscaster Hugh Gagos; tuba, operator Gene Goldrup; drums, announcer Ed Franklin.

CYNTHIA KING, 21, of Boston, new to radio, was chosen by WNEW, New York, in a contest for the selection of a woman announcer. The station set up a microphone in the lobby of the Strand theatre and for 45 minutes patrons who had seen the show were invited to criticize it on the air. Miss King was selected as the one giving the best criticism in the best radio voice. The feature was conducted by Martin Block.

COLLEGE debating teams are being heard over Southwest Broadcasting System, the competing teams often speaking from different stations.

WCKY, Cincinnati, is cooperating with *Radio Dial*, Cincinnati radio program and news weekly, to decide which of the station's ace announcers is the most popular. James S. Alderman, Arthur Ainsworth, Lee Goldsmith or Sidney Ten Eyck. The winner will get a free trip to Radio City.

ACCORDING to W. A. Stanton, manager of CHML, the Hamilton station recently purchased by Senator A. C. Hardy of Ottawa, approximately $30,000 has been appropriated for building a new station. A new 100-watt crystal controlled transmitter is already installed and in operation, and is to be moved outside the city in the near future. Enlarged studios and equipment capable of handling three programs simultaneously are now being built.

A NEW feature on KOIN, Portland, Ore., *Northwestern Neighbors*, sponsored by Northwestern Electric Co., pays respects to outstanding Northwest citizens in many fields. The first of the series was broadcast March 12 and featured Amos Burg, explorer.

Maj. Bowes Leaves WHN

MAJOR EDWARD BOWES, whose *Amateur Hour* has now become a Sunday night feature on the NBC-WEAF network has resigned from his vice-presidency of Metro-Goldwyn-Mayer and from the managership of WHN, New York, which MGM controls. He remains managing director of the Capitol Theatre. In his place, temporarily in charge of WHN, is Louis K. Sidney, who in addition retains his present duties with the theatre circuit and its New York house. Chase & Sanborn sponsors Maj. Bowes and his *Amateur Hour* on the network, while Jay C. Flippen will take Bowe's place at the head of WHN's amateur production.

Get on WBAL
This Spring to WIN

WBAL Gives MORE VALUE for YOUR DOLLAR

WBAL'S NEW PROGRAMS ARE CLICKING

Full Details Upon Request.

1060 Kcs.
10,000 Watts

WBAL

Basic Blue Network N.B.C.

BALTIMORE

Paul H. Raymer Co., National Sales Representative

FACTS! in

KDYL

In the boom days of '29 silver sold for an average price of 52.9c per ounce; and gold for $20.67 — in Utah, the nation's leading non-ferrous mining state.

Today silver sells for 64.5c (up 21%); and gold for $35 (up 69%).

All of which means that business is zooming in the Salt Lake City market — fully covered by KDYL.

"THE *popular* STATION"

Salt Lake City
Utah

an NBC Station

Representatives
JOHN BLAIR & COMPANY
New York - Chicago
San Francisco - Los Angeles
Detroit

National Radio Advertisers

Know From Experience

That the Only Effective Way to Reach Northwestern Ohio's Fertile Market

IS TO USE

Northwestern Ohio's ONLY Radio Station

WSPD

Just a partial list of National accounts using WSPD:

Chesterfield	Wasey Products
Ex-Lax	Hudson Motor
Ford Motor	Gulf Oil
Gen. Baking	Alka-Seltzer
Lady Esther	General Motors
Pillsbury	Kleenex
Studebaker	Bisodol
Campbell Soup	Standard Oil
General Cigar	Chrysler
Pebeco	Camel
Pet Milk	Woodbury Soap
Barbasol	Frigidaire

California Perfume
Proctor & Gamble

•

WSPD is on the Columbia Basic Network—has a potential market of over 1,000,000 people—and will produce results at an unusually low cost.

•

WSPD

TOLEDO, OHIO

New York: Jos. H. McGillvra, 485 Madison Ave.

Chicago: John Kettlewell, 614 Palm Olive Bldg.

Food and Drug Bill in Doubt

(Continued from page 10)

in the House, where Chairman Ewin L. Davis of the Federal Trade Commission a former House leader is certain to exert influence against its passage in its present form because of the provision for transfer of advertising control.

Not to Be Pushed

SENATOR Copeland, in offering the measure to the Senate, declared that it has been accorded no special place on the calendar, and that "several weeks" might elapse before it comes up for consideration. He said he would not try to push it unduly so far as to interfere with the regular order of business. He defended the advertising provisions, notably that placing control in the Food & Drug Administration, rather than the Trade Commission. He said that advertising of these commodities is not a "commercial function", but as an extension of the label, comes under the heading of public health.

The Committee vote on reporting the measure was: Senators in favor—Fletcher, Shepard, Maloney, Radcliffe, Copeland, Democrats; McNary, Vandenberg, White, Gibson, Republicans: against, Bailey, Clark, Murphy, Bachman, Donahey, Guffey, all Democrats.

The president's message was sent to Congress a day after Senator Copeland, Undersecretary of Agriculture Rexford G. Tugwell who sponsored the original measure last session, and W. G. Campbell, chief of the Food & Drug Administration, conferred with Mr. Roosevelt at the White House. It was the first time this session that Mr. Tugwell has identified himself with the legislation, since his arbitrary stand last year, when five separate revisions of the bill failed of enactment, was held largely responsible for the deluge of opposition to it.

In his majority report, made public March 26, Senator Copeland discussed the new bill section by section. He said that provisions which had aroused the apprehension of honest manufacturers have been rejected or altered. He added that the bill, if enacted in its present form, "will be of incalculable benefit to the consumers. It will place no undue burden on any honest manufacturing or advertising practice."

Discussing the advertising definition, he said it was to be noted that the words "to the public" have been inserted after the word "disseminated", to meet the fears of some that the breadth of the definition was such that the manufacturer of a product could be made liable to action through purely social conversations of satisfied users of that product who might mistakenly misrepresent it.

Regarding false advertisements, the report, said:

Section 601 defines false advertisements. Paragraph (a) covers all the commodity groups encompassed in the bill and defines the advertisement of a food, drug, or cosmetic as false if it is false or misleading in any particular relevant to the the purposes of the bill regarding such food, drug, or cosmetic. The language is similar in its import to that of the general misbranding provisions in sections 302 (a), 402 (a), and 502 (a). It imposes the same standard of truth.

The words "relevant to the purpose of this act regarding such food, drug, or cosmetic" have been added for the reason that it is not intended to apply to what is simply goodwill advertising and not an advertisement of the merits of the article, even indirectly. Such language is deemed unnecessary in the provision with respect to labeling, which does not lend itself to such representations.

This paragraph, as will be noted from the definition of advertising in section 201, paragraph (j), deals with representations of opinion as well as fact. This is to prevent the unscrupulous from expressing false representations by the simple expedient of couching their advertisements in the form of expressions of opinion. Clever copy writers would have no difficulty in conveying false representations in opinion terms. But the law has long recognized the privilege of "trade puffing", or the right of the advertiser to "put his best foot forward" in the sale of his wares. Section 601 is not intended to restrain the legitimate exercise of this privilege where it is in no particular misleading. Good advertising is not incompatable with truth in advertising, and there is nothing in this paragraph or in any other section of the bill to prevent the vivid and attractive advertisement of any and all meritorious properties of goods. The language of this paragraph dealing with representations of effect of drugs is identical with the proviso under paragraph (a) of section 402, which was discussed in connection with that section.

Paragraph (b) proscribes the advertisement of drugs for a short list of extremely dangerous diseases that cannot be effectively treated by self-medication with any drug. The purpose of the paragraph is to afford a means of summarily stopping such advertisements before victims of the diseases have been encouraged to waste valuable time in temporizing with ineffective treatment, during which the malady may progress to stages where the most skilled treatment will not avail. It is recognized that most advertisements of drugs for these diseases could be stopped under the preceding paragraph proscribing false advertising. It is nevertheless true that vendors of these outrageous "fakes", through resort to technicalities and legal delays, could continue to foist the nostrums on the public for considerable time if paragraph (a) were the sole instrument under which the Government could operate. The toll of suffering and death taken by such fraudulent preparations is so serious that authority should be provided for immediate and unquestionable action. An exception is made in the paragraph for advertisements appearing in medical and pharmaceutical journals if such advertisements meet the standard of truth imposed by paragraph (a) of the section.

Media Exemptions

DISCUSSING that provision exempting media from the penalities of the act, Senator Copeland said:

Publishers, radio broadcast licensees, and other media for the dissemination of advertising are not in many instances in a position to know the nature of the goods they advertise nor can they be expected to maintain the necessary laboratory equipment and staff of technicians to determine the facts. Accordingly, paragraph (c) will exempt such persons from liability under the law and place the responsibility where it rightly belongs, on the manufacturer or dealer of the advertised product who is in a position to know, and should know, whether the representations concerning his goods are true or false. However, if a publisher or other advertising medium should willfully refuse to furnish the name and post office address of an advertiser, he would be held guilty of a misdemeanor and subject to penalty.

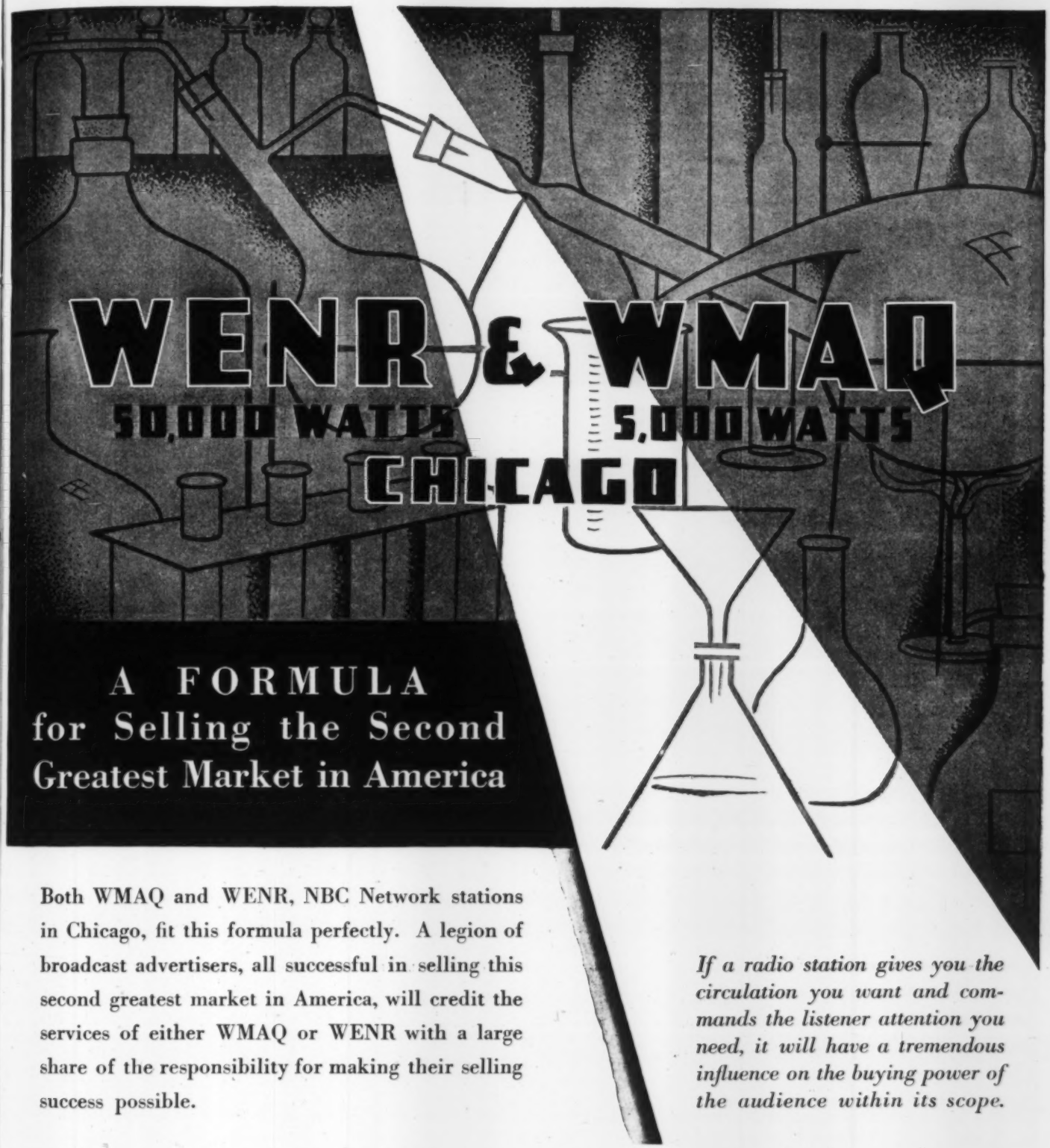
We don't claim to be the Nation's Greatest Station

BUT IT IS interesting and rather gratifying to note that advertisers keep coming back for time on WHAS . . . The only way that we can account for this is that they must be getting results . . . reaching and selling a valuable market through this station . . .

It stands to reason that 50,000 watts is going to cover a lot of territory . . . especially when the broadcast is made from near the center of population and on a nationally cleared channel (820 kilocycles) which insures good reception, day or night . . .

WHAS *Owned and Operated by* THE COURIER-JOURNAL THE LOUISVILLE TIMES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO



A FORMULA for Selling the Second Greatest Market in America

Both WMAQ and WENR, NBC Network stations in Chicago, fit this formula perfectly. A legion of broadcast advertisers, all successful in selling this second greatest market in America, will credit the services of either WMAQ or WENR with a large share of the responsibility for making their selling success possible.

If a radio station gives you the circulation you want and commands the listener attention you need, it will have a tremendous influence on the buying power of the audience within its scope.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

FACTS WILL SELL MORE TIME THAN ADJECTIVES!

•

Show your prospects that they can get more listeners per dollar on your station, and you have gone a long way toward making more sales.

A Soby audience survey will provide FACTS about the radio audience — FACTS that have a definite sales value!

Write for complete information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

Mexican Radio Clouds

(Continued from page 37)

"Prof. Rood". It was broadcasting on 1115 kc. adding 150,000 watts to the nightly din, but no work had yet been started on the 500,000-watt job at Matamoros. Things continued in this manner until February, 1934, when XEAW received notice from Mexico City that it was fined 5,000 pesos for violating the Mexican radio department law by continuing to broadcast fortune-telling programs after having been instructed to stop it. This was bad news, but up at XER they were staggered to learn that their fines amounted to over 350,000 pesos for ignoring the newly issued laws as much as they did.

XEAW managed to pay her fine, but since XER was tardy in mailing her payment, the Mexican government forced open the doors of the station one night while it was still on the air, closed the place down, and placed an embargo on the whole works until the fines should be paid. "The Sunshine Station Between the Nations" was silent, and as far as XER is concerned, it still is.

That was that! The style of the border stations was undoubtedly cramped, Brinkley has tried to have the fines removed, but so far has not been succesful. The other stations continued to broadcast, but in a half-hearted fashion, XENT got special permission for her cancer talks, and XEAW got permission for a modified fortune-telling program, but the spirit of the thing was different.

Calling All Citizens

COLUMBUS (Ga.) police find that broadcasting of police radio announcements over WRBL is helping in crime prevention in that section. WRBL breaks into programs with police flashes and listener response is favorable. The feature has been on the air three months. Police explain that supplementing of their short-wave flashes with the WRBL broadcasts puts the public on the lookout when robberies and other crimes are announced. The feature was developed by David Parmer vice-president and director of the station.

Brinkley's name was linked with various radio projects. He bought a yacht in Florida and was supposed to be building a high powered job aboard her from which he could pour his lectures into the U. S. while remaining outside the border limit. He was reported to be connected with the 500,000-watt station going up in Cuba, and he was shifting XER to Haiti. Actually, he bought time on XEPN, which had also managed to get the special permission of the Mexican department of health, and put on a modified medical program there. In January of this year he bought out XEAW, lock, stock and barrel.

XER's old slogan was used over XEAW and the station is now on the air from 7 p. m. to 6 a. m., and he is reported to be increasing the power. Whether he will build it up to another super-power job, is a question.

XER still stands idle at Villa Acuna. The 500,000-watter at Matamoros never materialized. XEPN and XENT are still on—but only just—and it appears that Dr. John R. Brinkley is again No. 1 broadcaster on the border, and old XED may again be No. 1 station there. He has recently completed a $200,000 mansion at Del Rio, Texas, fitted with organ room, swimming pool, etc., and organ programs are sent by remote control to a Kansas station each morning. Under his management XEAW is trying hard to get the good will of the U. S. public, both local and distant, by broadcasting interesting programs of varied nature, and the old programs are now so toned down that they appear almost "ethical".

The border situation may carry on like this for years, but its back was broken with the closing of the 200,000-watt XER. The stations down there are no longer a novelty. Artists of note do not perform there any more, and even the backwoods folk no longer sit up all night listening to them. But as long as the border stations continue to cater to the country people, they will probably always make a living from the daily dollars.

MANDEVILLE & KING Co., Rochester, N. Y. (nursery) on April 4, starts a Thursday morning test campaign on WFBL, Syracuse, with advice on gardening given by Holmer Bloomer of the sponsoring company.

News Reel of Air For Bromo Seltzer

Pathe Films Will Be Sponsored On Four Mutual Stations

UNDER the title *Pathe News of the Air*, Emerson Drug Co., Baltimore (Bromo Seltzer) on April 8 will start two weekly quarter-hour programs on 4 Mutual stations using the sound tracks of movie newreels.

Presentation of the Pathe newsreel will mark the first time any transcription, whether on discs, film, or thread, has been used for a regular network program. However, the campaign is experimental in nature, and the station has in the contract a provision permitting it to reject the program after thirteen weeks. It is also emphasized that the station is not committed to accept other business offered for transcribed programs, but will consider each on its merits, and the same applies to the mutual chain as a whole.

J. Walter Thompson Co., New York, now handling the Emerson account, states that the newsreels will broadcast from WGN and WXYZ at 7 p. m. Mondays and Wednesdays, with repeats from WOR and WLW Tuesdays and Thursdays.

Legal opinion has been rendered that notables interviewed on the gangplank by newsreel men, or winners of championships in tennis or ping pong have no basis for suit against Pathe, stations or sponsors. The situation is believed to be analagous with that of the press, where advertising matter appears side-by-side with interviews.

The Bromo-Seltzer continuity is to be kept separate from the newsreel itself and the program will be presented as Pathe's newsreel—not Bromo Seltzer's.

General Mills Sponsors Base Ball in Cleveland

GENERAL MILLS, Minneapolis (Wheaties) will broadcast on WGAR, Cleveland, play-by-play accounts of out-of-town baseball games played by the Cleveland team of the American League. Ellis Vanderpyl, WGAR sports announcer and commercial manager, will handle the broadcast starting with the opening game April 16.

Through an arrangement with Western Union, WGAR will get descriptions of the games except when the team is in New York or Philadelphia and these cities probably will be included before the season starts. Graves Taylor, of the WGAR staff, will relieve Vanderpyl and announce commercials. This is the first time such a program has been made in Cleveland. Blackett-Sample-Hummert Inc., Chicago, handles the contract, which is around the $10,000 mark.

Willard Battery Spots

WILLARD STORAGE BATTERY Co., Cleveland, has enlarged its 1935 advertising campaign and spot announcements will be used in addition to other media. Meldrum & Fewsmith Inc., Cleveland, handles Willard advertising.

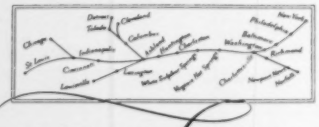
fit as a fiddle and ready for work

You look and feel fresh when you get off Chesapeake and Ohio's genuinely air-conditioned trains. Air is fresh and clean. Temperature is even, mild. No drafts. No cinders. You relax into sound sleep. You enjoy delicious food at low prices. Your clothes stay clean. Hear your favorite radio broadcasts in the lounge cars. You feel fit as a fiddle at the end of your trip.

THE GEORGE WASHINGTON
The Sportsman . The F. F. V.

The finest fleet of genuinely air-conditioned trains in the world.

Any ticket agent can route you on Chesapeake and Ohio. Insist upon it!



1785 One Hundred and Fiftieth Anniversary 1935

George Washington's Railroad

CHESAPEAKE and OHIO Lines

Original Predecessor Company Founded by George Washington in 1785

Million Radio Sets Used in Dominion

Gain of 15% Over 1933 Shown; License Fees Come Due

By JAMES MONTAGNES

BASED on the number of radio receiving licenses issued during the past year, there was approximately one radio receiving set to every 13.6 persons in Canada, according to a report just issued by the Department of Trade and Commerce at Ottawa. There were 798,761 receiving licenses issued during the first 11 months of the fiscal year ended March 31, making an increase of 105,932 licenses or 15.3% over the preceding year. Add to this the number of receivers in homes of people not having licenses and an estimated million radio receivers are in use in Canada. A certain percentage of the population still holds out against the $2 annual license, chancing the fine if caught. Unemployed unable to pay the fee are allowed to use receivers without a license.

Patronage System

STARTING April 1 radio listeners must buy new licenses, and plans at present indicate that the sale of these licenses will be pressed more this year than ever before. Within the past few years the sale of licenses has been used as political patronage, in that unemployed party workers or members are authorized to sell licenses on a door to door system, retaining 15% of the sale price.

With an election to be held for the federal government this summer this lucrative patronage system is understood to be well oiled to sell as many licenses as possible, despite the fact that listeners are indignant about this method of sale, since it means opening the door and hauling out the license for any number of men who are vending the compulsory license, as well as for the inspector who is liable to come on complaint from any vendor to whom the listener would not buy or show his license.

BERT PHILLIPS, sales manager of KHJ, Los Angeles, suffered fractures of both heels in March in a fall from a transom when he tried to get in his office at night without a key. Both feet are in casts and he expects to be back at his desk in April with the aid of crutches.

WROL REBROADCASTS

Schedule of Knoxville Station Has 24 Pickups Daily

REBROADCASTING on an extensive scale has proved effective over a three-year period for WROL, 100-watt station at Knoxville, Tenn., on 1310 kc, and the station is picking up as many as 24 programs a day from WLW, Cincinnati; WHAS, Louisville, and WSM, Nashville.

Located within an area which receives these stations satisfactorily, WROL uses special receiving equipment located 10 miles out of Knoxville where noise of power lines and interference are at a minimum. Rebroadcasts are by special arrangement with the originating stations and the FCC.

Station breaks are sold to local sponsors for the rebroadcasts, only one of which is a network commercial—the American Rolling Mills Co.'s *Armco* program. A typical WROL schedule shows three evening rebroadcasts, the rest originating in the station. Reception difficulties are rare.

The receiving equipment requires no operators, although weekly inspections are made. Programs from other stations are picked up by the control room with a telephone dial system which operates the automatic receiver 10 miles away. Among popular programs is the *Ohio School of the Air* which Knoxville schools make available each day in the school auditoriums.

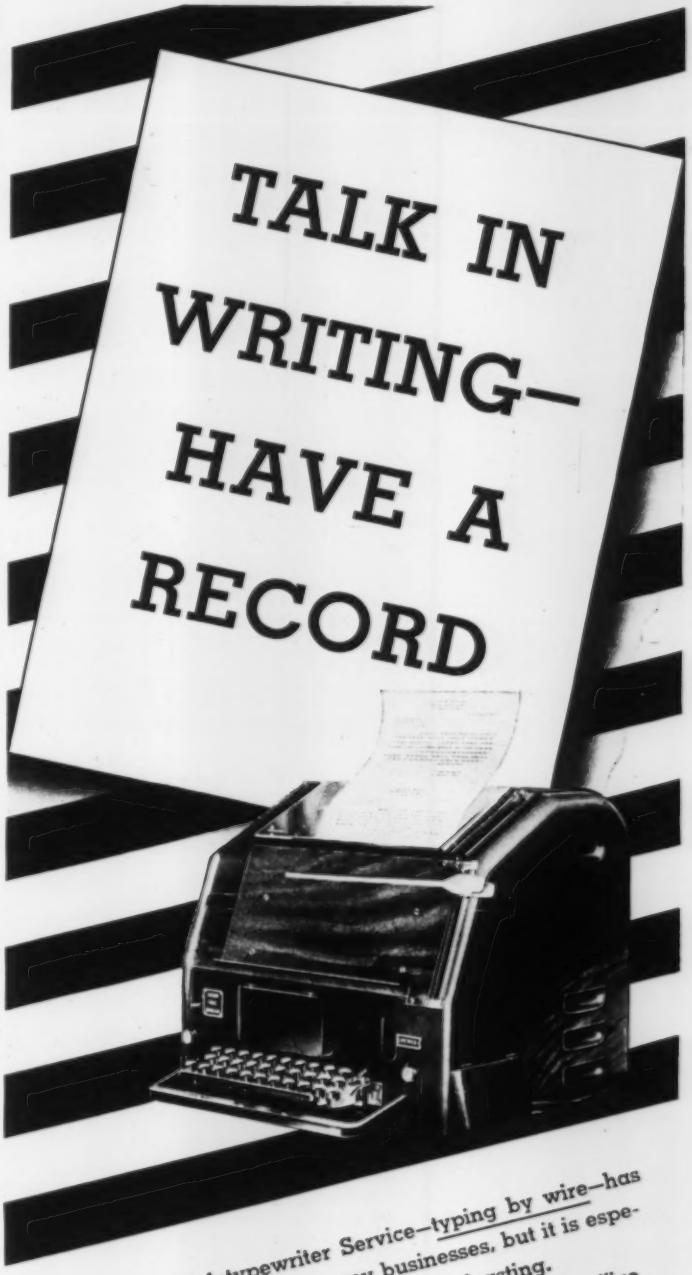
California Libel Bill

CALIFORNIA Assembly Bill 188, now before the Legislature in Sacramento, would hold individual radio stations responsible for all statements made over the air by an advertiser. Coast broadcasters will fight the measure as discriminatory, and a measure that would put a penalty on radio advertising whereas there is none on the press. The Los Angeles Broadcasters' Association, in collaboration with the Northern California Broadcasters' Association, late in March was preparing to oppose the bill.

WASHINGTON State wrote a radio libel law on its statutes March 21 when the bill extending the application of the newspaper libel laws to stations and speakers was signed by the governor. The measure had passed the Legislature earlier this session.

National Advertisers Check KVI Leadership in Western Washington

FREE & SLEININGER, *National Representatives*



Bell System Teletypewriter Service—typing by wire—has made itself a vital part of many businesses, but it is especially adaptable to the business of broadcasting.

It is fast. Type your message directly into the office of any other subscriber and get your answer on the same connection.

It is accurate. Both parties have identical typewritten copies of every word exchanged. No misunderstandings or errors in recording.

It saves time. No need to retype messages for different persons or departments. Machine makes any number of copies up to seven.

This modern communication service is being widely used by stations and networks. Your local Bell Telephone office will gladly show you how it can best be applied to your own requirements.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

MARCH 13 TO MARCH 28, INCLUSIVE

Decisions . . .

MARCH 19

WELL, Battle Creek, Mich.—Granted CP move transmitter, studio locally; change equip., increase from 50 to 100 w.

WBOW, Terre Haute, Ind.—Granted CP change equip., change power to 100 w N 250 w D unltd.

KGMB, Honolulu — Granted CP move studio, transmitter locally, increase from 250 w to 1 kw.

WCOL, Columbus, O. — Granted CP change equip., move transmitter locally.

WAWZ, Zarepath, N. J.—Granted auth. install freq. control.

WAIM, Anderson, S. C.—Granted modif. CP move studio, transmitter locally, change equip.

KPLC, Lake Charles, La. — Granted modif. CP change equip., move studio, transmitter locally.

KLO, Ogden, Utah—Granted license for CP change equip.

WTAX, Springfield, Ill.—Granted modif. license to change hours from shares-WCBS to unltd.

KFH, Wichita—Granted modif. license move studio locally.

KGIW, Alamosa, Co.—Granted modif. license change hours from shares-KIDW to spec.

KIDW, Lamar, Col.—Granted modif. license change hours from shares-KGIW to spec.

NEW, Florida Capitol Broadcasters Inc., Tallahassee, Fla.—Granted CP 1310 kc 100 w unltd.

WCBA, WSAN, Allentown, Pa.—Granted extension exp. auth. use 250 watts additional for 90 days.

SET FOR HEARING—NEW, Lafayette Advertiser Gazette Co. Inc., Lafayette, La., applic. CP 1310 kc 100 w unltd.; NEW, Oscar C. Hirsch, Cape Girardeau, Mo., applic. CP 930 kc 1 kw D; NEW, H. K. Glass & M. C. Kirkland, Eustis, Fla., applic. CP 1310 kc 100 w D; WGCM, Mississippi City, Miss., applic. CP change equip., change from 1210 to 1120 kc, 100 w N 250 w D to 500 w, spec. to unltd.; NEW, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., applic. CP 1480 kc 5 kw D; NEW, Robert Louis Sanders, Palm Beach, Fla., applic. CP 1420 kc 100 w unltd.; NEW, Louis O. Holzman, Hilo, Hawaii, applic. CP 1420 kc 100 w unltd.; NEW, LeRoy Haley, Durango, Col.; applic. CP 1370 kc 100 w unltd.; NEW, Carl C. Struble, The Dalles, Ore., applic. CP 1200 kc 100 w unltd.; NEW, Hearst Radio Inc., Albany, N. Y., applic. CP 970 kc 1 kw unltd., directional antenna; WIOD, Miami, Fla., applic. CP change studio site locally, change equip., freq. from 1300 to 970 kc, increase from 1 to 5 kw.; NEW, Amon G. Carter, Fort Worth, applic. CP 970 kc 5 kw. unltd.; KJR, Seattle, applic. CP change transmitter site locally, change equip., increase from 5 to 10 kw; NEW, Springfield Newspapers Inc., Springfield, Mo., applic. CP 1120 kc 250 w; NEW, Harold H. Hanseth, Fresno, Cal., applic. CP 1410 kc 1 kw unltd.; NEW, Robert Louis Sanders, San Pedro, Cal., applic. CP 1180 kc 250 w D; WMFI, New Haven, applic. modif. CP extend completion to 7-13-35; WHBC, Canton, O., applic. modif. license from spec. to unltd., requests facilities of WNBO; KPPC, Pasadena, Cal., applic. modif. license from 50 to 100 w; WRDW, Augusta Brdcstg. Co., Augusta, Ga., applic. exp. auth. install new equip., change from 1500 to 1240 kc, increase from 100 to 250 w N 1 kw D for 6 months; NEW, Eugene DeBogory, d/b Dallas Radio Research Engineers, Dallas, Tex, applic. amend CP (in hearing docket) to 1570 kc 1 kw N & D; NEW, Homer York, Lufkin, Tex., applic. to amend CP (in hearing docket) re studio, transmitter site, new equip., 1350 kc 250 w spec.; KADA, Ada, Okla., applic. amend CP to 1200 kc 250 w D, new equip.; WMFH, Boston, applic. modif. CP extend completion.

MISCELLANEOUS—Joplin Brdcstg. Co., Pittsburg, Kan., denied reconsideration and grant of applic.; KFWB, Hollywood, KMPC, Beverly Hills, KIEV, Glendale, Cal., KGFJ, Los Angeles, KRED, Los Angeles, denied petitions for reconsideration and hearing set for April 8 at Los Angeles; WSAM, Allentown, Pa., denied petition reconsideration and grant of applic. increase from 250 to 500 w D & N and continue share with WCBA; WCBA, Allentown, Pa., denied petition reconsideration and grant applic. increase from 250 to 500 w D & N and continue share WSAN; NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn., denied reconsideration action setting applic. for hearing 1370 kc 100 w unltd.; WBNO, New Orleans, denied reconsideration applic. change from 1200 to 1500 kc and increase operating time from share-WJBW to unltd.; Pittsburg Pub. Co., St. Joseph, Mo., granted permission intervene hearing of J. L. Scroggin and KGBX Inc., St. Louis; WTAQ, Eau Claire, Wis., denied reconsideration applic. move station to DePere, Wis., modify license, approval of sale to WHBY, Ind.; NEW, Dudley J. Connolly, Chattanooga, applic. CP 1420 kc 100 w unltd., heretofore set for hearing, dismissed because superseded by applic. Dudley J. Connolly & Co

RATIFICATIONS:

WAFN, Clarksdale, Miss., granted auth. extend equip. tests 10 days.

MARCH 26

WGAR, Cleveland—Granted auth. determine operating power.

KTRH, Houston — Granted CP change equip., change from 1330 to 1290 kc, increase from 1 kw N 2½ kw D to 1 kw N 5 kw D.

KTSA, San Antonio—Granted modif. license from 1290 to 550 kc and 1 kw N 5 kw D.

NEW, Monocacy Brdcstg. Co., Frederick, Md. — Granted CP new station 900 kc 500 w D.

KHSL, Chico, Cal.—Granted modif. CP re transmitter site.

WMFD, Wilmington, N. C. — Granted modif. CP extend completion to 8-11-35.

WSPA, Spartanburg, S. C. — Granted modif. CP extend completion to 4-21-35.

WMAQ, Chicago — Granted modif. CP extend completion to 7-4-35.

KRE, Berkeley, Cal. — Granted modif. CP extend completion to 7-11-35.

WMAZ, Macon, Ga.—Granted license for CP change equip., move transmitter, increase from 500 w to 1 kw N & D ltd. time on 1180 kc.

KWK, St. Louis—Granted license for CP authorizing equip. changes, increase to 5 kw D 1350 kc, 1 kw N unltd.

KIT, Yakima, Wash. —Granted license for CP change equip., increase from 100 to 250 w 1310 kc 100 w N unltd.

KGIR, Butte, Mont.—Granted license for CP change equip., increase from 1 to 2½ kw D 1 kw N 1360 kc unltd., subject to court and commission order pending appeal.

WAWZ, Zarepath, N. J.—Granted modif. license from 250 w N 500 w D to 500 w N 1 kw D.

WHBI, Newark—Granted modif. license use transmitter as auxiliary.

WJBO, Baton Rouge, La. — Granted modif. license from 100 w D to 100 w N & D unltd.

KMJ, Fresno, Cal.—Granted modif. license from 500 w to 1 kw D.

WKAQ, San Juan, P. R.—Granted renewal license 60 days pending study by legal dept. 1240 kc 1 kw N & D half time.

KSTP, St. Paul—Granted extension exp. auth. 25 kw 6 a. m. to LS on permanent basis for regular license period.

WCAD, Canton, N. Y.—Granted renewal license 1220 kc 500 w spec. D.

KOTN, Pine Bluff, Ark.—Granted consent vol. assign. license to Universal Brdcstg. Corp.

RENEWAL OF LICENSES — KFYR, Bismarck, N. D., granted renewal of license on temp. basis and renewal set for hearing before Division en banc 5-21-35; WMCA, New York, granted renewal of license on temp. basis and renewal set for hearing before Division en banc 6-6-35.

SET FOR HEARING — WAZL, Hazleton, Pa., applic. for CP change equip., increase to 250 w D; NEW, Cache Valley Brdcstg. Serv. Co., Logan, Utah, applic. CP 1370 kc 100 w unltd.; NEW, C. M. Electric Serv. Co., Stevensville, Mont., applic. CP 1500 kc 100 w unltd.; NEW, D. A. Wark & H. H. Hedstrom, Twin Falls, Id., applic. CP 1500 kc 100 w unltd.; NEW, Cumberland Brdcstg. Co. Inc., Portland, Me., applic. CP 1210 kc 100 w unltd.; NEW, Wyoming Radio Educational Assn., Cheyenne, Wyo., applic. CP 780 kc 500 w N 1 kw D unltd., facilities of KGHL; NEW, Harry Prezant, Los Angeles, applic. CP 1120 kc 1 kw unltd.; WJTL, Atlanta, applic. vol. assign. license to J. W. Woodruff & S. A. Cisler Jr., d/b Atlanta Brdcstg. Co.; NEW, Pittsburg Pub. Co., Pittsburg, Kan., applic. CP 1500 kc 100 w unltd.; NEW, Clark Standiford, Chico, Cal., applic. CP 1210 kc 100 w unltd.; KGCX, Wolf Point, Mont., applic. CP change equip., move transmitter locally, change from 1310 to 610 kc, increase from 100 w N 250 w D to 1 kw, and from SH to unltd.; WOKO, Albany, N. Y., applic. modif. license from 1430 to 970 kc; WALA, Mobile, Ala., applic. modif. license to increase from 500 w N 1 kw D to 1 kw N & D 1380 kc; KFRO, Longview, Tex., applic. modif. license from 1370 to 1210 kc, hours from D to unltd., and increase power; KFWB, Hollywood, applic. spec. auth. install new equip., use 5 kw N.

APPLICATIONS DISMISSED — KFJB, Marshalltown, Ia., CP 1230 kc 500 w unltd.; WMVI, New Haven, modif. CP 1200 kc 100 w N 250 w D unltd.; KSCJ, Sioux City, Ia., modif. license 1290 kc 1 kw N 2½ kw D unltd.; NEW, William L. Waltman, Muskogee, Okla., CP 1500 kc 100 w unltd.; NEW, P. A. McBride, Ironton, O., CP 1500 kc 100 w unltd.; WTAR, Norfolk, modif. license 780 kc 1 kw N 500 w D unltd.; WMFH, Boston, CP 1120 kc 250 w N 500 w D unltd.

APPLICATIONS DENIED (default)—NEW, Brothers & England, Mansfield, O., CP 1370 kc 100 w unltd.; NEW, John G. Curtis, Erie, Pa., CP 1370 kc 100 w unltd.; WWPA, Clarion, Pa., modif. CP extend commencement date.

ACTION ON EXAMINERS' REPORTS —NEW, Ohio Valley Brdcstg. Corp., Parkersburg, W. Va., granted applic. CP 1420 kc 100 w unltd., sustaining Examiner Hill; NEW, Abraham Shapiro, Astoria, Ore., granted CP 1370 kc 100 w D and denied applic. night hours, sustaining Examiner Walker.

MISCELLANEOUS — WISN, Milwaukee, denied reconsideration of hearing order on applic. to move locally, directional antenna, increase from 250 w to 1 kw N; Pittsburg Pub. Co., Pittsburg, Kan., denied petition intervene applic. Joplin Brdcstg. Co.; WMT, Waterloo, Ia., granted applic. change equip., move transmitter near Cedar Rapids; KRNT, Des Moines, granted applic. CP move transmitter, new equip.; WEBC, Superior, Wis., denied grant without hearing of applic. change equip., increase from 2½ to 5 kw D; WDNC, Durham, N. C., hearing on applic. CP 1 kw 590 kc postponed; Palestine Brdcstg. Assn., Palestine, Tex., granted permission take depositions applic. new station; Dallas Brdcstg. Co., Dallas, denied permission amend applic. new station; WBNX, New York, denied petition immediate consideration applic. for modif. of license.

AUTHORIZATIONS—WNOX, Knoxville, granted extension temp. auth. 560 kc to 10-1-35; KQV, Pittsburgh, granted extension temp. auth. operate simul.-WSMK in April; WSMK, Dayton, O., same as KQV; WTCN, Minneapolis, granted extension temp. auth. use WLB transmitter in April; WILL, Urbana, Ill., granted temp. auth. 890 kc 250 w 1 kw LS, sharing KUSD & KFNF to 4-5-35; WISN, Milwaukee, granted extension temp. auth. use former WHAD transmitter as auxiliary; WDBO, Orlando, Fla., granted extension temp. auth. operate with added 750 w N in April; KGKO, Wichita Falls, Tex., granted extension temp. auth. operate with added 250 w N in April.

Applications . . .

MARCH 13

WSAN, Allentown, Pa.—Extension exp. auth. use added 250 w 90 days.

WMAZ, Macon, Ga.—License for CP move transmitter, change equip., increase power.

KGVO, Missoula, Mont.—CP move transmitter locally, 1200 kc 100 w unltd., pending construction new transmitter.

APPLICATIONS RETURNED: NEW, E. L. Clifford, Pottsville, Pa., CP 580 kc 250 w D; NEW, Clark Standiford, Fresno, Cal., CP 1500 kc 100 w unltd.; KHQ, Spokane, modif. license from 1 kw 2 kw D to 5 kw; KOL, Seattle, CP change from 1270 to 810 kc, increase from 1 kw 2½ kw D to 5 kw, change equip., move transmitter locally.

WDEL, Wilmington, Del. — CP new equip., increase from 250 w 500 w D to 500 w 1 kw D.

WATR, Waterbury, Conn. — Modif. license from 1190 to 1200 kc, 100 w D to 100 w D & N, hours from D to unltd., amended to omit change in frequency, change hours from D to LS San Antonio.

WAWZ, Zerepath, N. J.—CP change antenna, increase from 250 w 500 w D to 500 w 1 kw D; modif. license; install automatic freq. control.

WAZL, Hazleton, Pa.—CP new equip., increase from 100 to 250 w D.

WCBA, Allentown, Pa.—Extension exp. auth. added 250 w for 90 days.

WFIL, Philadelphia—Modif. license from 500 w to 1 kw, amended to change name to WFIL Brdcstg. Co.

WAIM, Anderson, S. C.—Modif. CP new station 1200 kc 100 w unltd., amended to change equip., transmitter and studio at Anderson College.

WMFD, Wilmington, N. C.—Modif. CP new station 1370 kc 100 w D, extend completion to 6-11-35.

WSPA, Spartanburg, S. C.—Modif. CP change equip., change from 1420 to 920 kc, hours from unltd. to D, power from 100 w 250 w D to 1 kw D & N, move transmitter locally, extend completion to 4-21-35.

KFH, Wichita—CP change equip., increase from 1 kw to 1 kw 5 kw D.

KMBC, Kansas City—Exp. auth. 5 kw N.

KWK, St. Louis—License for CP change equip., increase D power.

KHQ, Spokane, Wash.—CP increase from 1 kw 2 kw D to 1 kw 5 kw D, move transmitter locally, amended to 5 kw D & N.

KHSL, Chico, Cal.—Modif. CP new station 950 kc 250 w D, amended re transmitter site.

WSYB, Rutland, Vt.—CP change equip., increase from 100 to 250 w D.

WFIL, Philadelphia—Exp. auth. increase to 1 kw, amended to change name to WFIL Brdcstg. Co.

NEW, Big Spring Herald Inc., Big Spring, Tex.—CP 1500 kc 100 w unltd.

NEW, Wm. O. Ansley Jr., d/b Guilford Brdcstg. Co., Abilene, Tex.—CP 1420 kc 100 w unltd.

NEW, Reporter Publishing Co. Inc., Abilene, Tex.—CP 1420 kc 100 w unltd.

KFEQ, St. Joseph, Mo.—CP new equip., increase from 2½ to 5 kw D, amended re transmitter site.

WOC, Davenport, Ia.—CP change equip., increase from 100 to 250 w.

WMAQ, Chicago—Modif. CP move transmitter, increase from 5 to 50 kw, extend completion to 7-4-35.

KLO, Ogden, Utah—License for CP change equip.

KGIR, Butte, Mont.—License for CP as modified for new equip., increase power.

APPLICATION RETURNED — Eugene DeBogory & Mildred English, d/b Dallas Brdcstg. Co., Dallas—CP 1500 kc 100 w D and spec.

MARCH 15

WRC, Washington—CP new equip., increase from 500 w N 1 kw D to 5 kw D & N, move transmitter, amended re power.

WICC, Bridgeport, Conn.—CP change equip.

KABC, San Antonio—CP change equip., increase from 100 to 250 w D, amended to omit freq. change.

NEW, Plainview Brdcstg. Co., Plainview, Tex.—CP 1500 kc 100 w D & ltd., amended to omit ltd. time.

NEW, Milton Kaufman & Jonas Weiland, Kinston, N. C.—CP 620 kc 1 kw unltd.

WNAX, Yankton, S. D.—Modif. CP as modified change equip., transmitter site.

KIT, Yakima, Wash.—License for CP as modified to change equip., move transmitter & studio, increase power.

KMJ, Fresno, Cal.—Modif. license increase from 500 w to 500 w 1 kw D.

KGCX, Wolf Point, Mont.—CP change equip., increase from 100 w 250 w D to 1 kw, change from 1310 to 610 kc, change hours from spec. to unltd., move transmitter locally.

NEW, A. Corenson, Ventura, Cal.—CP 1210 kc 100 w unltd.

KRE, Berkeley, Cal.—Modif. CP extend completion to 7-11-35.

APPLICATIONS RETURNED — NEW, Charles Edwin Enrich, Mobile, Ala., CP 1200 kc 100 w 250 w D unltd.; NEW, J. B. Pepper, J. H. Scarborough, d/b Coastal States Brdcstg. Co., Savannah, CP 1420 kc 100 w unltd.; NEW, Farmers & Bankers Life Ins. Co., Wichita, CP 1210 kc 100 w N; NEW, Alaska Radio & Service Co. Inc., Juneau, Alaska, CP 1220 kc 100 w unltd.

MARCH 19

NEW, Robert E. Cole, Washington, Pa.—CP 1200 kc 100 w spec., asks facilities of WNBO.

WWJ, Detroit—CP move transmitter to Oak Park, Mich.

NEW, Reporter Publishing Co. Inc., Abilene, Tex.—CP 1420 kc 100 w unltd., amended re transmitter site.

NEW, North Texas Publishing Co., A. G. Mayse, president, Paris, Tex.—CP 1500 kc 100 w D, amended re transmitter site.

NEW, J. W. Birdwell & S. R. Jennings, Johnson City, Tenn.—CP 1210 kc 100 w amended to 1200 kc unltd.

NEW, Big Spring Herald Inc., Big Spring, Tex.—CP 1500 kc 100 w unltd., amended re transmitter site.

KTUL, Tulsa, Okla.—Extension exp. auth. 500 w N to 4-30-35.

KGW, Portland, Ore.—License for CP as modified to increase D power.

KFKA, Greenley, Col.—Modif. license from 880 to 630 kc.

NEW, W. H. Kindig, Hollywood—CP 1160 kc 1 kw unltd.

APPLICATIONS RETURNED—WMC, Memphis, auth. measure antenna power; NEW, Ray J. Arend, Rochester, Minn., CP 1200 kc 100 w unltd.; KXA, Seattle, invol. assignment license to Ward Walker; KXL, Portland, Ore., CP change from 1420 to 1410 kc, change equip., increase from 100 w 250 w D to 500 w.

MARCH 20

WMFH, Boston—Modif. CP new station 1120 kc 500 w D, seeking extension of completion to 6-13-35.

NEW, Pampa Daily News Inc., Pampa, Tex.—CP 630 kc 100 w unltd., amended to 1200 kc D.

KTSA, San Antonio—Modif. license from 1290 to 550 kc and 1 kw to 1 kw 5 kw D.

KGFG, Oklahoma City—CP change equip., increase from 100 w to 100 w 250 w D, change hours from share-KCRC to unltd., facilities of KCRC; modif. license.

NEW, Vernon Taylor Anderson, ABC Brdcstg. Co., Big Spring, Tex.—CP 1500 kc 100 w D.

KMBC, Kansas City—Modif. CP install new equip., increase from 1 kw 2½ kw D to 1 kw 5 kw D, further changes in equip.

NEW, A. Staneart Graham, E. V. Baxter, Lester E. Cox, d/b Pittsburg Brdcstg. Co., Pittsburg, Kan.—CP 1310 kc 100 w unltd.

KFJB, Marshalltown, Ia.—Modif. license from spec. hours to unltd.

KXL, Portland, Ore.—Modif. license from share-KBPS to spec., freq. from 1420 to 780 kc, increase from 100 w 250 w D to 250 w.

MARCH 21

NEW, Fountain of Youth Properties Inc., St. Augustine, Fla.—CP 1210 kc 100 w unltd.

WIBA, Madison—Extension exp. auth. additional 500 w N to 5-31-35.

WTMV, East St. Louis—Modif. CP new station 1500 kc 100 w unltd., requesting approval transmitter and studio site 5th & Broadway, antenna changes.

NEW, Clark Standiford, San Jose, Cal.—CP 1150 kc 100 w unltd.

NEW, Clark Standiford, Oakland—CP 1490 kc 100 w unltd.

NEW, A. Corenson, Pasadena—CP 1480 kc 100 w D.

APPLICATIONS RETURNED—WAWZ, Zarepeth, N. J., CP change equip., increase from 250 w 500 w D to 500 w 1 kw D; WBZA, Boston, CP change equip.; KOIL, Council Bluffs, Ia., CP new equip., increase from 2½ to 5 kw D; WICC, Bridgeport, Conn., CP change equip.

MARCH 22

NEW, Quincy A. Brackett, Lewis B. Breed, Edmund A. Laport, d/b as Conn. Brdcstg. Co., Springfield, Mass.—CP 1140 kc 500 w ltd.

WPRP, Ponce, Puerto Rico—Modif. CP extend completion to 8-18-35.

NEW, E. L. Clifford, Pottsville, Pa.—CP 580 kc 250 w D.

NEW, Wm. O. Ansley Jr., d/b Guilford Brdcstg. Co., Abilene, Tex.—CP 1420 kc 100 w D.

WRGA, Rome, Ga.—Modif. CP change equip., increase from 100 w to 100 w 250 w D., extend completion to 7-18-35.

APPLICATIONS RETURNED—WCBD, Waukegan, Ill., modif. license from 1080 to 1020 kc, change hours from ltd. & share—WMBI to ltd. D; KGDM, Stockton, Cal., modif. CP new equip., move transmitter, increase to 1 kw D, change equip.

MARCH 27

WJAR, Providence—Extension exp. auth. use added 250 watts N to 9-1-35.

NEW, Brown Radio Service & Laboratory, Gordon P. Brown, Rochester, N. Y.—CP 630 kc 250 w D.

CBS & WBBM, Chicago—Auth. transmit sustaining programs to CKLW, CFRB, CKAC.

WKJC, Lancaster, Pa.—Transfer of control to Mason Dixon Radio Group Inc.; vol. assign. license to Associated Broadcasters Inc.; CP move transmitter & studio to Easton, Pa.

WPAY, Portsmouth, O.—Modif. CP new equip., move transmitter & studio from Mt. Orab, O. to Portsmouth, O.

NEW, Champaign, Ill.—CP 1370 kc 100 w unltd.

WIL, St. Louis—Exp. auth. change equip., freq. from 1200 to 1250 kc, increase from 100 w 250 w D to 250 w 500 w D.

KFH, Wichita—CP change equip., increase from 1 kw to 1 kw 5 kw D, amended re equip.

NEW, Joplin Brdcstg. Co., Pittsburg, Kan.—CP 1200 kc 100 w D amended re equip.

NEW, W. R. Cramer & G. A. Anderson, d/b Omaha Brdcstg. Co., Omaha—CP 1500 kc 100 w unltd., amended to 1200 kc.

KOOS, Marshfield, Ore.—License for CP as modified to change equip., increase power, change freq.

KGVO, Missoula, Mont.—CP move transmitter locally, operate on 1200 kc 100 w unltd. during construction.

KGA, Spokane—Extension exp. auth. 900 kc 1 kw 2½ kw D unltd.

NEW, Clark Standiford, Visalia, Cal.—CP 850 kc 100 w D amended re transmitter site.

KGHL, Billings, Mont.—Extension exp. auth. 780 kc to 6-30-35.

KGVO, Missoula, Mont.—CP move transmitter, change freq., equip., power re transmitter site.

KTFI, Twin Falls, Idaho—Extension exp. auth. 1 kw N to 10-1-35.

APPLICATIONS RETURNED—NEW, Clarence Wheeler, Rochester, N. Y., CP 1210 kc 100 w D, amended to 250 w; NEW, Brothers & England, Lorain, O., CP 1200 kc 100 w D; NEW, James M. Patterson Jr., Stillwater, Okla., CP 1290 kc 100 w D, amended to 1210 kc; WHEF, Kosciusko, Miss., exp. auth. increase from 100 to 250 w N; KMBC, Kansas City, modif. CP new equip. increase from 1 kw 2½ kw D to 1 kw 5 kw D (unnecessary); KWTN, Watertown, S. D., modif. CP move transmitter locally, extend completion; KGW, Portland, Ore., CP increase from 1 kw 5 kw D to 5 kw.

Examiners' Reports . . .

DELBERT E. REPLOGLE, Boston—Examiner Hyde recommended (1-29) that application for CP experimental station 1570 kc 1 kw unltd. be denied.

NEW, Smith Brdcstg. Co., Chattanooga—Examiner Dalbert recommended (1-32) that applic. for CP 1420 kc 100 w unltd. be denied for default.

WBIG, Greensboro N. C.—Examiner Hyde recommended (1-31) that applic. for modif. license to 1 kw be denied.

Code Fees Approved

AMENDMENT of the code of fair competition for the broadcasting industry, to provide for mandatory assessment of dues among stations, was approved March 23 by NRA. The amendment provides that each station shall pay its equitable contribution to the expenses of maintenance of the Code Authority, and that only members complying with the code and contributing to the expenses, unless specifically exempted, will be entitled to participate in the selection of Code Authority members or to the benefits of any of its provisions, or to make use of any emblem or insignia of NRA.

Good Taste Guide In Child Programs

A DEFENSE of programs for children, recently criticized as possessing too much of the "horror" element, was presented March 21 by M. H. Aylesworth, president of NBC, in an address before the New York Federation of Women's Clubs.

The problem of child programs is a difficult one, he explained. "Take, for instance, the children's programs," he said. "How would you appeal to the interest of little children, let us say from five to eight years of age, in a radio program? Would you sing them a song, tell them a story, recite a poem or enact a little play? Yes, you would perhaps do all of these but you would not crowd them all into one program unless they all appeared to fit together."

But then there is the older brother, aged 10, who will have none of little sister's program, Mr. Aylesworth added. "He wants his own programs. And here is where he comes in conflict, often for the first time, with the ideas of us parents. What is wrong when we insist that his entertainment be made educational. Nothing—if it can be accomplished by not letting him know it."

As to mystery programs, Mr. Aylesworth told the Federation: "It is well for us to remember what the boy and girl want—and let them develop for themselves standards of judgment and taste, which the market affords. If you consider a program harmful for your child it is a simple enough thing to turn the dial. I can assure you, if it be a sponsored program, the advertising sponsor will not be slow to notice the disappearance of his audience. He will correct himself or we will, ourselves, as quickly as we realize public disapproval. But, on the other hand, he will not wait for this criticism and action to so mount, but will correct it as soon as there is the slightest basis for legitimate criticism."

He reminded the Federation that "cleanliness and good taste have been constant attributes of American radio programs. Constant vigilance on our part is another indication of how public opinion controls broadcasting. Radio is clean. It will remain clean. In the final analysis, the control by public opinion, reflected in our actions, will keep it so."

Meeting of 100-Watters For Spot Business Urged

HAVING received replies from 24 of 248 local stations circularized in February on a proposal to form an association of 100-watt stations to procure national business, Edward A. Allen, manager of WLVA, Lynchburg, Va., is planning an April meeting in Pittsburgh to work out organization plans. No decision has yet been reached.

The letter was sent Feb. 19 by Mr. Allen, and the replies came largely from stations within 500 miles of Pittsburgh. He has written LeRoy Mark, president of WOL, Washington, for suggestions, and presumably has written other stations. Such a meeting, he said, could decide to send a committee to the NAB convention in Colorado Springs in July, and discuss the plans with owners of 100-watters in the West.

Mr. Allen wrote Mr. Mark that local stations are not getting their share of national business. Should only 15 locals be present at the contemplated Pittsburgh session, he said, it might be possible to hire a traveling representative to solicit national and regional business and acquire new 100-watt members. One thought is that locals might be sold under a "group" rate. Mr. Mark said he thought something tangible could be done for the progressive locals, but that he would not favor any organization which would conflict with the NAB as a trade association.

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Seth Parker Quits

PHILLIPS LORD'S plans to cruise around the world in the schooner *Seth Parker*, possibly securing a sponsor for his relay broadcasts, apparently have gone glimmering, for the noted radio star sailed from Samoa March 15 for Honolulu with the announced intention of selling the schooner. His vessel was towed to Tutuila, American Samoa, after its recent distress calls which brought a British warship to its rescue and won it front page notice throughout the world.

New Detroit Agency

GRACE & BEMENT Inc., advertising agency, has been organized in Detroit with headquarters in the New Center Bldg., by Edward R. Grace, president of Grace & Holiday, of the same city and Austin F. Bement, president of an agency which bore his name and recently with Erwin Wasey & Co., Chicago. Mr. Grace is president and treasurer of the new firm.

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Federal Data Show World Radio Sets

Total of 53,387,474 Operating Commerce Department Finds

A NEWLY REVISED world census of radios compiled by the electrical equipment division of the Department of Commerce reveals that 53,582,474 radios are now in use throughout the world, with 1,537 medium-wave broadcasting stations in operation. In addition there are 136 short-wave broadcasting stations and 58 operating in the long-wave bands.

The report, compiled under the direction of Andrew W. Cruse, chief of the division, accepts the 25,551,569 total as the number of radios in use in the United States which is shown in the 1935 radio census of the United States by states, fully reported in the March 15 issue of BROADCASTING. Thus the United States is shown to have nearly half the radios of the whole world.

The government report shows 548,249 radios in use in Canada, though Canada claims 1,000,000, 350,000 in Mexico and 100,000 in Cuba, with the rest of the North American countries having far smaller numbers. All of South America has 1,169,417 sets, with Argentina accounting for 600,000, Brazil and Chile 200,000 each, and Uruguay 100,000. All of Europe has 20,788,363 sets, with the United Kingdom accounting for 6,780,570, Germany 6,142,921 and France 1,662,402.

The report is available without cost from the division's offices in Washington, and it shows the number of radios and broadcasting stations in each class in every country in the world. It recapitulates the counts of radios by continental divisions as follows: North America, 26,592,613; South America, 1,169,417; Europe, 20,788,363; Europe-Asia, 2,005,500; Asia, 2,050,339; Oceania, 800,163; Africa, 176,079. World total, 53,582,474.

Craig Opens Office

NORMAN CRAIG, former vice president of Scott Howe Bowen, Inc., on March 20 announced the establishment of a station representation organization in New York, to carry his own name. A number of stations, he said, already have been aligned, and temporary offices have been established at 230 East 50th St.

Dirtiest Broadcast

BROADCAST of a dust storm from Salina, Kan., by KMBC, Kansas City, March 20, was released to the CBS network. It was dust from start to finish for Ted Malone, program director, and Paul Fonda, remote control man, who got their fill of dust in the train and stayed dusty all night in a hotel lobby. Highlights of the program included assertion by a Chamber of Commerce secretary that the dust came from Oklahoma and Nebraska, and changing of a menu item in a Greek restaurant from "beef bullion" to "cream soup".

Dr. J. C. H. Macbeth

DR. JAMES CRUICKSHANK HENDERSON MACBETH, 58, noted cryptographer and intimate of the Marchese Guglielmo Marconi, died March 21 in New York as a result of complications from a broken kneecap suffered last fall. Scottish-born and an expert in code telegraphy, Dr. Macbeth was formerly head of the code department of the Marconi company of London. He devised and edited the Marconi International Code Book, still used internationally.

Theme Song Contest

A CALL to songwriters in the radio studios has been issued by the fifth annual Memphis Cotton Carnival, which takes place May 6 to 11, asking for entries into competition for a carnival theme song to be used over the radio and on the street. Details can be secured by writing to Saul Bluestein, chairman of the Cotton Carnival Music Committee, 80 Madison Ave., Memphis.

Yankee Artists Bureau

THE ARTISTS BUREAU of Yankee Network has been organized under supervision of Linus Travers, director of commercial productions, with Van D. Sheldon as director. The Bureau now is equipped to produce any sort of entertainment from a musical comedy to a singer or from a symphony orchestra to dance band. Public address systems are to be made available if clients desire.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

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Associated Oil Obtains Exclusive Radio Rights In Pacific College Games

ASSOCIATED OIL Co., Los Angeles, for the tenth consecutive year will broadcast principal Pacific Coast college football games, having signed a contract in March with William Monahan, chairman of the radio committee of the Pacific Coast Intercollegiate Athletic Conference.

The contract gives Associated exclusive sponsorship of all college athletic events. While the contract figure has not been made public, the company paid $75,000 to the conference and independent schools last year for broadcast privileges. Already this year the company has broadcast basketball games, track meets and rugby.

"Decision to broadcast Pacific Coast football games in 1935 is due to the tremendous interest shown not only by western motorists, but also by football fans, former students of western schools and parents of students in all parts of the United States," P. E. Allan, domestic sales manager for Associated declared. "More letters of appreciation for the broadcasts were received in 1934 than any previous year, coming from nearly every state in the Union, from Hawaii, Manila and even Europe. Associated in 1935 will again urge western motorists to 'Go to the Games', providing the broadcasts for those unable to attend."

Krometan Spots

KROMETAN Co., Omaha (home tanning outfits) plans to add several more stations to its spot campaign, conducted in March on KNX, Hollywood; WHO, Des Moines; WAIU, Columbus, O.; WMBD, Peoria. The schedule of three-minute spots will be continued. Additional stations are to be added in May. Campbell, Kellogg Co., Los Angeles, now is handling the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Radio station in town of 50,000 has opening for experienced manager. Give details in first letter. Box 298, BROADCASTING.

Situations Wanted

Station manager and program director. Married, dependable, highly recommended. Salary secondary. Box 299, BROADCASTING.

Opportunity to record your programs. Recording engineer desires connection with broadcasting station or other branches of sound field. Excellent references. Box 296, BROADCASTING.

ENGINEER, 17 years' experience in radio. 11 years as chief engineer broadcast station. First class telegraph and telephone license. Electrical Engineering graduate. Accept position as operator if chance for advancement. Box 297, BROADCASTING.

Wanted To Buy

Private party wants to buy or lease small station of 50, 100 or even 1,000 watts. Middle or far-west independent station preferred. State fully particulars. Box 300, BROADCASTING.

She Listens and Learns

While She Works

Today's housewife finds her radio a welcome aid to getting housework done easily, quickly and economically. The messages of daytime broadcasters come to her as she works, and she listens and learns without interrupting her daily chores.

Significant of the effectiveness of reaching women at home during the day is the fact that the use of NBC daytime radio hours has increased 46.8% since a year ago.

In the rich Tri-State area no station so completely influences the buying power of this special audience as does KDKA. Pioneer of all radio broadcasting, and pioneer of many new radio developments, KDKA'S local prestige alone, among several other important reasons, is why broadcasters using its facilities get the most out of this great market.

Its "Home Forum" program, conducted by Evelyn Gardiner, M. A., is one of America's outstanding daytime radio features.

KDKA 50,000 WATTS PITTSBURGH

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